

The Canadian Dry Goods Review

Spring Trade
Number

January
1900.



FREDERICK WYLD,
President.

ANDREW DARLING,
Vice-President.

A. W. GRASETT,
Director.

R. D. MALCOLM,
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The **Wyld Grasett Darling Co.** *Limited.*

Spring 1900

In Canadian Staples

we made early contracts and are prepared to treat our friends liberally.

Our Clothing Department, including Suits, Tweed Pants, Overalls, etc., will be fully up to their present High Standard in Style, Finish, and Value.

The Men's Furnishings Department

Prime values will be found in SHIRTS, UNDERWEAR, HALF-HOSE, etc.

Newest Fabrics for Spring

in DRESS GOODS. LACE CURTAINS a Specialty.

Linen Department

We show the largest assortment of Fancy and Plain Linens in British and Foreign Manufacture we have ever placed before the trade.

Hosiery. Large orders placed early — extra value. Great leaders in CASHMERE and COTTON HOSIERY.

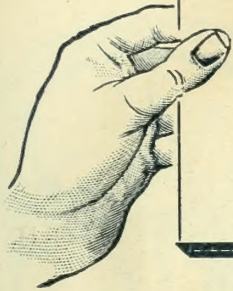
In Worsteds, Serges, and Merchant Tailors' Goods values and assortment unsurpassed.

The **Wyld Grasett Darling Co.** *Limited.*

Not returned see 196 by A.W.G.

S. GREENSHIELDS, SON & CO.

MONTREAL, AND VANCOUVER, B.C.



SPRING, 1900.

Take Advantage

OF OUR CLOSE PRICES
FOR THIS SEASON

... in

Staple Goods

Linens, Dress Goods

House Furnishings

Smallwares

Carpets

Notions, Woollens

Men's Furnishings

PRICES that Lead to Good Profits

For WIDE-AWAKE BUYERS

Repeat orders will be at higher prices as all markets are advanced.

We Lead the Clothing Trade in Style, Fit and Price.



TRUE MERIT COUNTS

THAT'S why we are so anxious to have you see our \$3.50, \$4.50, \$5.00, and \$7.00 lines of Spring Suits. If you are not getting your full share of business, you are not handling the right clothing. A little common sense is needed to help you out of your difficulty. Don't keep on paying "fancy" prices for your clothing. Break away from old traditions, and permit us to send you, at our expense, sample garments to compare with those you are handling. The vast difference between our prices and those which you have been accustomed to paying will awaken you to a full realization of your position.

OUR 12 TRAVELLERS ARE NOW ON THE ROAD SHOWING SPRING GOODS.

IF WE OVERLOOK CALLING ON YOU, DROP US A POST CARD.



M. SAXE & SONS

Wholesale Manufacturers of
Popular Priced Clothing.

Cor. St. Peter and Lemoine Streets

 **MONTREAL.**

OIL CLOTH

The Dominion Oil Cloth Company

An inspection of the lines manufactured by us for this season will be interesting, the colorings and designs being particularly effective and novel.

FLOOR OIL CLOTH

Original and attractive quick-selling designs in a wide variety of colorings—will certainly command the attention of all buyers.

No. 1 Quality.—Our Standard Line—in widths of from 4/4 to 10/4.

No. 2 Quality.—The medium and leading grade, also made in widths of from 4/4 to 10/4.

No. 3 Quality.—It meets the popular want for a moderate priced, good wearing Oil Cloth, in widths of from 4/4 to 8/4.

TABLE OIL CLOTH

Special attention is asked to this line, which embodies all that is modern, artistic and durable.

Enamelled and Carriage Oil Cloth

The most substantial and best finished goods offered to the trade; recommended as being, without doubt, second to none as regards price, quality and finish.

-- WE ALSO MANUFACTURE --

Floor Oil Cloth---in widths of four yards,
Oil Cloth Mats or Rugs,
Cotton and Duck Back Enamelled Stair Oil Cloths,
Canvas and Painted Back Stair Oil Cloth.

OUR SPRING SAMPLES are now in the hands of the Wholesale Dry Goods Trade. Examine them before purchasing foreign goods.

Office and Works,

St. Catherine and
Parthenais Streets,

MONTREAL.

Do
you
know
a
good
Macintosh

when
you
see
it ?



C. C.

If
so,
be
sure
and
get
The
“Beaver
Brand”
Macintosh



S. B.



D. B.

The best and cheapest **MADE** or **SOLD** in Canada.

Manufactured only by

**The Beaver Rubber
Clothing Co.**

1490 Notre Dame St., **Montreal.**

Our Calendars for 1900 are now ready. Write us for one.

For Spring — **PRIESTLEY'S**

Coating Serges, West End Suitings,
Poplins, Vicuna Cloths,
Soleils, Crepoline Cords, and Crepons.



One of the best-known TRADE-MARKS in both Hemispheres: the famous "Varnished Board."

S. Greenshields, Son & Co.

Sole Selling Agents

MONTREAL, and VANCOUVER, B.C.

The Penman Manufacturing Co.
Limited

Manufacturers of

**KNITTED
GOODS**

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.



Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

Two Wall Paper Beauties

No. 833.

"Malmaison" Empire Pattern

This design is especially commendable for its correctness of style. The decorative theme of this pattern was executed from a similar design known as a souvenir of Empress Josephine. The brilliancy of its gilding, accuracy of printing and richness of its ground colorings, on fancy embossed paper, render it invaluable for high-class decorations.



No. 798.

"Royal Orleans"

An exquisite heraldic pattern with beautiful shield effect and royal armory—the very thing for parlors and halls. Printed on grounds of crown red, primordial blue, palace blue, maple, and bud-green colorings, in plain and embossed gills.

A paper
that will attract the lover of
the beautiful.

No. 833.

No. 798.

Your stock **cannot be complete** without the above beautiful patterns and others in the upper end of our line.

In point of originality, variety, novelty and quality we excel. Up-to-date in every way.

It does not **COST** you any more to get the **BEST**, but it **PAYS** you better. We want every dealer in Canada to judge for himself that we mean just what we say, and will send samples, free of all charge, to suit all requirements in the way of Wall Papers.

Don't wait—order now and get best selection and early delivery. You may need the goods sooner than you anticipate. The tide of prosperity will benefit you ever so much more if you handle "**PROSPERITY**" **WALL PAPERS**—only manufactured by

The Watson, Foster Company,

MONTREAL, Que.

LIMITED

Agents for **CAMEO RELIEFS** and **LIGNUMUR**

Nothing better in Wall Paper
 than this one. No. 833.

Run No Chances!

Hermsdorf's

Fast Black...

Is known as superior to any other. Your customers know the value of a black stocking dyed by

Louis Hermsdorf
Dyer

They know by experience that *Hermsdorf's Fast Black* never fades, never runs, never loses its brilliancy.



They Want It.
They Demand It.
You Have to
Carry It in Stock.



To convince your customers and yourself of the fact that your black imported hosiery is really dyed by Louis Hermsdorf, stipulate it in your order when buying and insist on having the stamp *Louis Hermsdorf* on every pair of hosiery.

Louis Hermsdorf
Dyer

THIS STAMP IS A GUARANTEE OF FAST BLACK.

American Bureau of
Louis Hermsdorf,
78-80 Walker Street,
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Louis Hermsdorf
Dyer

CHEMNITZ,
GERMANY.

The Bishop

NATURAL LEATHER

Fur Robes and Coats

are guaranteed to be the best goods, for the money, in the world. Similar goods are made from skins that come off from the same animals, but all skins used by The Bishop Company are Indian tanned or dressed by a process similar to the old Buffalo dressing and used only by The Bishop Company.

All our dyed skins are dyed by a process known only to ourselves, which absolutely does no injury to the fur or leather. The natural color and dyed skins used by The Bishop Company in manufacturing robes and coats will retain their strength, softness and pliability for a lifetime, and will be just as good at the end of twenty-five years as they are when first prepared. The fur, in time, with hard usage, may wear off, but the leather will last, practically, forever.

There are no robes or coats in the world made from these skins which have these advantages, except those manufactured by The Bishop Company. If you want the best article for the money that can be found in this or any other country, buy only The Bishop goods and be sure their name on silk label is found on the article you purchase, whether robe or coat.

**These goods are for sale by all the leading jobbers of
Canada and the United States.**

THE . . .

J. H. BISHOP CO.,

SANDWICH, ONT., CANADA.
WYANDOTTE, MICH., U.S.A.

The Guelph Carpet Mills Co.

Limited.

**FINE BRUSSELS, WILTONS,
and INGRAINS**

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co., Limited.

GUELPH, ONT.

Montreal Wall Paper Factory

1030 NOTRE DAME ST.

We
have a
full line of
Ingrain
Papers
with borders
and
Ceilings to
match
now
in stock.



See our
line
of fine
Varnished
Gilts.
This cut
represents
one of
our
Popular
Designs.

DESIGN 721.

COLIN McARTHUR & CO.

OFFICE AND WAREHOUSE

13 Voltigeur Street,

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WATER LANE DYEWORKS, BRADFORD, ENGLAND.

The Patent Permanent Silk Finish

ON _____

Cotton Italians and Linings.

*By Her Majesty's Royal Letters Patent
Nos. 16,746 and 15,169.*

The Superiority of Goods finished by this method is in

- 1st.—Appearance and touch scarcely distinguishable from the finest Satins.
- 2nd.—A brilliance and silkiness never before attained on Cotton Italians and Linings.
- 3rd.—Altogether exceptional strength and durability.
- 4th.—No deterioration in appearance **however long the Goods may be kept in Stock,** thus making them peculiarly adapted for **shipment to far distant places.**
- 5th.—The fastness, depth, and richness of colour in the Aniline Blacks, which is guaranteed unalterable.
- 6th.—The fastness of the finish, which will not go off under the Tailor's iron.
- 7th.—Its peculiar adaptability for all Lining purposes, Waistcoat Backs, Skirts, Corsets, etc., whilst the strength, brilliance, and permanence of the finish makes it of special value for Dress Foundations and Linings.

Goods finished by this process are absolutely cheaper than in ordinary finish, as the extra cost of finishing is far more than met by the improved value and appearance and greatly increased wearing qualities of the cloth.

CAUTION.—In order to secure the genuine finish, see that every piece is stamped with the above Patent Nos., as many worthless imitations are already being offered.

PATTERNS WILL BE SENT ON APPLICATION.

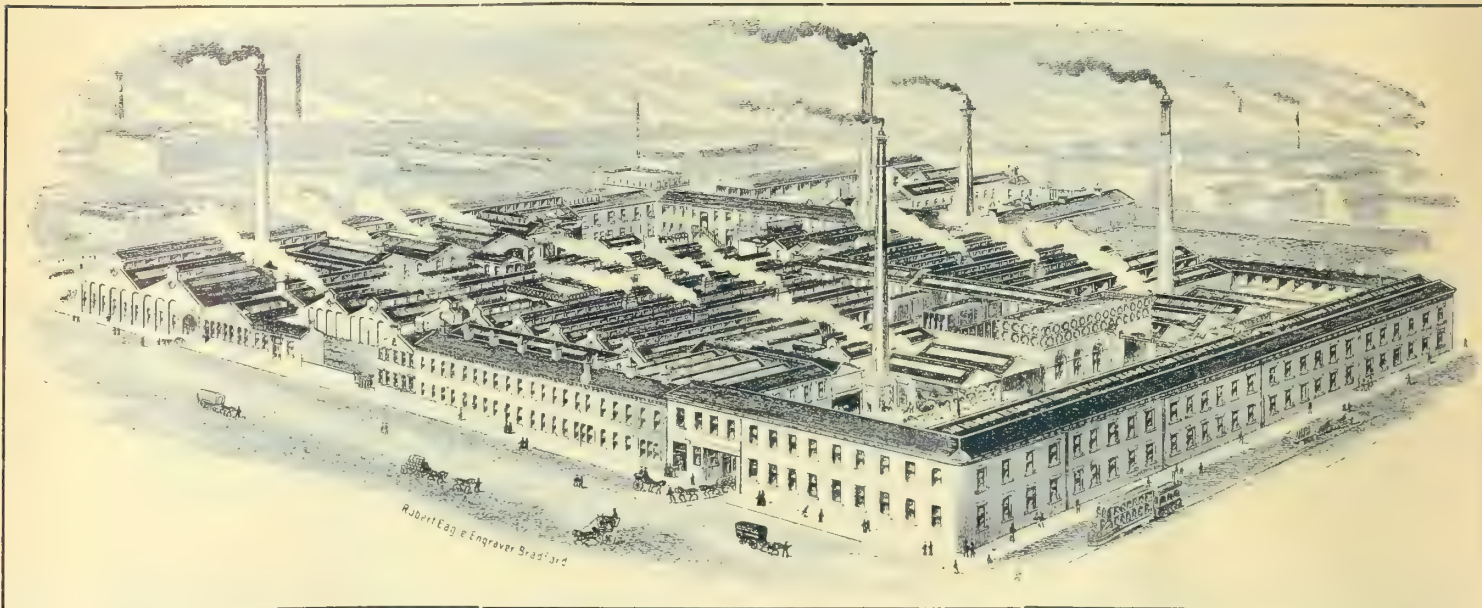
Dyed and Finished
only by

GEORGE ARMITAGE, Limited

To whom the Canadian
rights of the above patents
have been assigned.

**WATER LANE DYEWORKS,
BRADFORD, ENGLAND.**

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods.



Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NEITHER TO RUB OFF NOR CROCK.

Going Up..



A rising market affords a sure indication of prosperity.

The increase in prices of raw materials and fabrics affecting manufactured articles for next season is remarkable.

It will scarcely be noticed by our customers though, because we bought early—got ahead of the advance. You may rely upon obtaining the usual good values in Men's Furnishings from us—with special reference to Shirts, Underwear and Hosiery.

Have you seen our Samples ?

Isn't a firm at your very door, showing everything that skill and taste and perfect machinery can produce, entitled to patronage ?

Myron McBride & Co.

Wholesale Men's Furnishers

— WINNIPEG.

P.D. CORSETS

Style
Sapho A
REG.

*"Charms strike the
sights but Merit wins
the Soul."
Pope.*

The illustration shows a woman with curly hair, wearing a highly detailed, laced corset with a ruffled neckline. She is holding a large, light-colored rectangular sign with both hands. The background is dark and textured.

P. D. CORSETS have no EQUAL for Fit, Style and Durability. Every up-to-date Corset Department cannot afford to be without them. For prices write to

KONIG & STUFFMAN, 11 Victoria Square, **MONTREAL.**

The Dry Goods Review

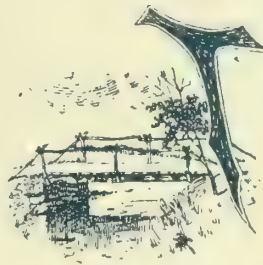
CANADA.

Vol. X.

JANUARY, 1900.

No. 1.

THE SPAN OF A CENTURY 1800—1900.



THE year 1900 sees Canadian commerce at so high a level that the mind is naturally carried back to 1800, when British America was in its infancy and its trade but a small affair.

The hundred years that have passed between 1800 and 1900 have completely transformed this part of the continent.

The progress is marvelous if one considers the actual state of affairs in 1800. The condition of the Provinces at the close of the last century has yet to be fully described. It must be reconstructed by some future historian from old documents, letters, newspapers, and official despatches. The future chronicler will probably devote most of his time to the political conditions prevailing in 1800. In this short paper I propose to deal briefly with the commercial aspect of affairs in the Provinces, or colonies, now composing the Dominion of Canada. Recollect that in 1800 the Maritime Provinces were quite separated, both geographically and commercially, from Upper and Lower Canada. The commercial development of these two sections of the modern Dominion was taking place separately. Then the West—but what was the West? Upper Canada, now Ontario, was just being peopled by the Loyalists. This had been going on for ten years or more, but the people were hewing out homes for themselves in the woods, rather than trading. The West might be described as all the land west of Montreal, and the real commerce of that region was the fur trade. The big fur-exporting companies imported quantities of goods during the Summer season from Great Britain, and exchanged them for furs with the Indians. This trade, as far as it affected Quebec and Montreal, was done in the Territories north of the great lakes and in the country of the Ohio and Mississippi rivers. In 1800 it must have amounted, in annual export

value, to \$1,000,000. The Hudson's Bay Company did its great business to the far north and its ships traded into Hudson Bay.

Trade Between the Provinces.

But to get a clear idea of what may be called wholesale and retail trade, in such centres of population as existed in 1800, one must bear in mind the sparseness of population, and the difficulties of communication. The merchants of that day were not wanting in energy and courage. The city of Quebec did all the importing for Upper and Lower Canada. In both Montreal and Quebec there were many important firms. Such names as Forsyth, Richardson & Co., James and Andrew McGill, Auldjo, Maitland & Co., McTavish, Frobisher & Co., Leith, Jameson & Co., Adam Shaver & Co., James Robertson & Co., and others were flourishing in 1800. These and other firms were the pioneers of what is now an immense business. The goods for Upper Canada were reshipped from Quebec up the St. Lawrence to York, Newark and other points. They all passed Coteau du Lac, at the foot of Lake St. Francis, where the boundary between the two Provinces ran, and, being inspected there by an official, the amount of Customs duties on them paid at Quebec, were refunded in a lump sum at the end of the season by Lower Canada to Upper Canada. The official stationed at Coteau du Lac in 1800 bore the Scotch name of William Fraser. He also kept an eye on goods going down the river, so as to prevent smuggling into Lower Canada. But his task in 1800 was light, for none went down! The upward freights that year involved a refund of duties to Upper Canada of about \$5,000. Upper Canada charged duty on tobacco, wine, whiskey, rum, sugar, salt, coffee, and playing cards. The Legislature, like that at Quebec, discussed the proposed cultivation of hemp and expected great things from the industry.

Montreal Declines A Custom House.

The Province of Lower Canada was, of course, the more important, commercially, in 1800. The headquarters of the large importing firms were there. The rival fur-trading companies centred in Montreal. Quebec was the port of entry. In fact, Montreal didn't want to be a port of entry, and the merchants agitated against the establishment of a Custom house! One of the curious relics of the past is a petition that was before the governing authorities in 1800, signed by the leading Montreal merchants, and bearing the date October 21, 1799, declaring that "a separate and independent Custom house may introduce intricacies, difficulties, delays and expense beyond what at present exists or can be foreseen, and, if so, render the means of redress extremely tedious, not to say impracticable." The merchants who signed this memorial were: Isaac Todd; Forsyth, Richardson & Co.; Auldjo, Maitland & Co.; Leith, Jameson & Co.; John Gray; Samuel David; James & Andrew McGill; David David; McTavish, Frobisher & Co.; J. Laing; Parker, Gerrard & Ogilvie; Richard Dobie. The authorities lent ear to the request, and did not force a Custom house upon Montreal. The idea of cultivating hemp took hold of the people, and some was actually grown (and prizes given for it in England) on farms near Montreal and York.

An Export Of Wheat.

Now, Lower Canada in 1800 considered itself no unimportant place. Its population was over 100,000, and the public revenue amounted to \$125,000. The "King's Posts" were leased at £400 currency per year, and a regular fortnightly mail (in

Summer) with Upper Canada was hinted at. The roads were not very good, it is true, but, if you didn't mind mere distance and being ferried over the rivers, you could go all the way to Amherstburg by road. Nor were the people unmindful of export trade, and as they had nothing much to export, and as the wheat yield was bountiful in 1800, the grainmen solicited permission to send their surplus wheat to Newfoundland, the West Indies and other neighboring colonies. They had to seek permission, because, in those days, the country was under the "Colonial System," and was confined to Great Britain as an export market. The Imperial authorities consented. They did more, because—since the high seas were dangerous, owing to the French War—they sent frigates of war to convoy the grain ships from Quebec. It is recorded that the export of wheat amounted to 130,000 bushels, and the departure of this vast quantity caused great uneasiness in the minds of the authorities in Quebec. For, argued they, next year the crop will be short, and where will the people find their food? But trade, on the whole, flourished in 1800, and the outlook was good.

Slow Communication In 1800.

The distances and the absence of all modern means of conveyance (there being no steamboats, railways or fast coaches) greatly impeded commercial intercourse. It took a month to go from Halifax to Quebec. The time consumed by a journey from Quebec to England was two months. The mails usually went to New York and thence by packet boat to the Old Country. Just before 1800, if you wanted to catch the January packet boat from New York you had to post your letter in Quebec on December 5 previous. The news from Philadelphia (until 1800 the seat of Federal Government in the United States) took a month to reach Quebec. But a weekly conveyance by post was now set up with the United States, so that by March 8 the New York papers of February 16 were available in Quebec, and these contained European news as late as December 15. It was three days' journey between Montreal and Quebec. During the Winter, it appears there was just one express for letters between Montreal and Niagara, communication, therefore, being practically suspended during the season of ice and snow.

Retail Trade 100 Years ago.

The general store was the typical shop of the time. There you could buy almost everything. In 1800, James McKenzie kept one of these stores in Three Rivers. It is instructive to read his announcement to the public. Mr. McKenzie declared that he possessed: "A general and well laid in assortment of dry goods and liquors, consisting in linen drapery, haberdashery, and woollen drapery, men and women's shoes, youth's ditto, hardware and cutlery, glass and earthenware, Jamaica rum and spirits, country distilled ditto, etc., etc."; and he assured his customers that he was willing to sell these either wholesale or retail, "on a low advance for cash or short credit." In 1800, Mr. Benaiah Gibb had bought a piece of land on St. James street, Montreal, whereon he erected a building and began that famous tailoring business which is now almost historic in its antiquity. Then, in York (Toronto), Mr. Abner Miles was another merchant who accommodated the public in a variety of ways. He kept a store, his clerks dealt out liquors by the bottle or the glass as your thirst determined, he kept a "house of call" or inn, he sold meats by the pound and gave you credit if you looked worthy of it, and he sold passages by the

boat to Niagara. The price of a passage over the lake to Niagara in 1800 was 8 shillings. Mr. Miles carried on a most extensive and respectable business, and I have been privileged to examine a copy of his day book, now brown with age (the date is 1797) and in which he entered the charges against people who bought from him—and credit seems to have been very common in those days. One day it is a sale of 2 yards of "checked linen" at 5 shillings the yard. Another entry is for 4 yards of "diaper" costing £1. Then, a well-known citizen would enter the inn bar and take "brandy in company," that is, he would treat his friends, and the charge was 6 shillings. Thus, a pioneer merchant required to have good business ability and to control many different lines of trade if he wanted to make money.

But, what goods, you may ask, were sent up from the towns of 1800 into the far north and west for the purpose of trading with the Indians? This, too, can be answered, for a learned custodian of ancient Canadian documents has entrusted to me for examination several statements, whereof the ink is now faded, but which reveal the names of articles dealt in. It was customary to ship goods by way of the "Grand Portage," near the present Port Arthur, on Lake Superior, to the trading-post on English river. One list shows a shipment of coats, capots, robes, "leggings," pairs of "sleeves," looking-glasses, ivory combs and silk handkerchiefs. Another list contained soaps, medicines, cotton wick and the following, which I quote as they appear: 582 pairs of calico trousers, 87 pairs of Russia sheeting trousers, 472 pairs of cotton trousers, 121 pairs of beef shoes.

The Maritime Provinces.

But commerce in 1800 was not confined to Canada, by any means. The Maritime Provinces were then what they are now, a region peopled by able vigorous men, who could make money in trade and develop their resources. By 1800, New Brunswick and Prince Edward Island were separate Provinces, with a trade of their own. The city of St. John and Miramichi were important trade centres. Halifax was a thriving city. Its merchants were opulent, and the historian relates, as an evidence of how rich the merchants of that day were reputed to be, that a Haligonian of 1800, having amassed a fortune in trade, had returned to end his days in dignified retirement in the Old Land. Agriculture was prosperous and the fish trade was extensive. If we wanted any proof of the extent of Halifax wealth in 1800, it could be furnished in the fact that a proposal to found a bank was started. In a few hours, Halifax merchants subscribed £50,000 capital for it, but permission to go on with the enterprise was refused (because a monopoly was asked for), and Halifax had no bank until 1825. It may be said here that no incorporated banks were in existence in any of the Provinces in 1800. Nova Scotia was prosperous—a condition reflected in the price of labor, which was considered high, wages being \$1 to 6s. per day. The modern trade in apples finds a curious origin in the fact, mentioned in the records, that the Governor sent home a pre-

sent of apples to some friends. Prices in the Halifax market in 1800 give us an idea of the value of products: Beef, 4 to 5d.; pork, 6d.; mutton, 7 to 8d.; veal, 8 to 9d.; fowls, 3 to 4s. per pair; oats, 2s. 6d. to 3s. per bush.; butter, 1s. 3d. to 1s. 6d.

A hundred years has brought us to 1900 with its foreign trade of over \$300,000,000; with its interprovincial dealings of probably \$125,000,000; with its population of 5,500,000; with its marked development of natural riches in the mines, forests, fisheries and other departments. In fact, Canada is only beginning to expand, but the basis of expansion is very real and secure. No wise community despises the day of small things, and if 1800 was not conspicuous for the extent of commercial enterprise let us remember how mercantile efforts were handicapped then. If we, in 1900, with all our appliances and conveniences, can utilize them as strenuously as the men of 1800 employed their slender resources we shall do well.

C.

In visiting Midland, Ont., the general store of H. Horrell impresses one. The business has steadily grown from small beginnings, and Mr. Horrell understands every department of it and manages it with energy. He is very popular with his customers, and has a pleasant word for all.



FLOWER POT ROCK, GEORGIAN BAY.

THE BRITISH TEXTILE AND DRY GOODS TRADE IN CANADA.

PERHAPS in no department of trade, except iron and steel, might we have anticipated a more marked decline in the imports of British goods by Canada than in textiles, or what are known here by the generic term, "dry goods." Yet, as a matter of fact, this trade has not declined. Values have fallen a little when the figures are bulked together, but quantities have increased. Notwithstanding the expansion in Canadian-made textiles, the severe competition of France, Germany and the United States with British goods, and the fact that no special efforts have been made until quite lately by British manufacturers to cultivate this market, the trade has held its own.

The truth seems to be that, with ordinary enterprise, Canada can be made a profitable market, considering its size, for British goods. There is a preference for them in popular opinion, and this has now been embodied in the tariff. At the date of writing (December, 1899), the figures for our last fiscal year have not been published in detail, and the full operation of the new tariff cannot be accurately stated. It is probably very favorable to British goods. But, even an examination of the old conditions show a surprising vigor in the trade in dry goods. The prices of the principal textiles had fallen greatly in Europe previous to 1898, so that a fall in the bulk-value of any line of imports does not necessarily mean a decline in trade. As already stated, there is a strong preference for British goods. The merchant can get a better price for them, as a rule. This is an important factor with him, and he makes the most of it. Then, the largest importers in Canada conduct their business on a great scale. Their travelers cover the country from end to end, and shipping facilities in Winter, as in Summer, have much increased. With ample capital, the late depression having weeded out weak concerns, the Canadian wholesale houses are in a position to encourage the trade in British goods, and their importations this season show it.

The tendency among certain British manufacturers to neglect the Canadian market up to a late period was scarcely wise, although hardly to be wondered at. In 1879, the Canadian tariff on all importations was made considerably higher. A feeling of impatience was entertained by some British manufacturers, and deputations of British merchants even protested to the Imperial authorities. But nothing could be done with a self governing colony exercising its rights in framing its own tariff. However, there was a disposition to turn away from Canada and to push in other directions. Canada, they argued, was only a market of 5,000,000, and loss of trade could easily be made up in other directions, notably, in "America," as many British traders are disposed to call the United States, reviving the phrase of the last century, when "America" meant the English possessions on this continent. But the United States has not proved a source of unalloyed profit and satisfaction to the British exporter. Its tariff has grown higher. There is reason to fear that high protection is too firmly embedded in its policy to be dislodged. Recognizing this, some British manufacturers have erected factories in the United States. They found, despite the free

trade theory, which is sound enough on general theoretical grounds, that the consumer does not pay all the duty. The foreign manufacturer, anxious to get into a protected market, puts his profit down, sometimes to the vanishing point. This has proved, in some lines, under the present United States tariff, disastrous to the British exporter.

Here was Canada's opportunity and it is satisfactory that she has seen it. The tendency is toward lower, not higher duties. The British preference has been in force for a year and as time goes on will work favorably, and, if this hope proves fallacious, the intention is to alter it so as to effect that result. It is, of course, a work of time, because you cannot repair the results of 15 years in one or two. Revenue requirements are very great in Canada, and to collect direct taxation over a wide area, thinly peopled in many districts, is too expensive. A Customs tariff of some sort will continue.

But, even under the old conditions, with no special effort by British exporters to cultivate the Canadian market, the trade has held its own. To illustrate this we append a short table of

CANADA'S IMPORTS OF BRITISH DRY GOODS.

	1880.	1895.	1898.
Braces and suspenders \$	9,463	\$ 25,830	\$ 25,731
Embroideries.....	10,679	42,350	20,240
Feathers and flowers..	59,857	215,333	245,095
Laces.....		457,271	554,095
Gloves.....	51,335	267,574	194,572
Oilcloths.....	48,981	154,584	146,004
Umbrellas and parasols	64,711	185,421	107,012
Silk ribbons.....	240,233	449,735	423,157
Miscellaneous.....	234,728	126,944	183,073
Curtains.....		165,057	189,285
Linens and flax goods.	939,677	1,071,374	1,201,733
Fur goods.....	163,891	351,055	206,932
Hats and caps.....	391,596	838,901	731,943
Carpets.....	603,488	904,327	861,291
Silks.....	1,667,632	976,050	1,242,646
Cottons.....	5,898,650	3,082,524	3,364,774
Woollens.....	5,517,958	5,824,931	5,876,181
	\$15,902,870	\$15,139,261	\$15,573,764

An analysis of these figures shows that :

1. In 1880, before the new protective tariff had had time to operate, the imports were about £3,000,000.
2. In 1895, 15 years later, with protection in full operation, the imports had not fallen off, but, allowing for lower values, rather increased.
3. In 1898, when (by reason of the British treaties) the Canadian tariff preference was enjoyed by German, French and other goods, which were rushed into Canada in expectation of the higher rate, the British imports continued to be about £3,000,000.

While the conditions, therefore, are not on the face of things unfavorable to British exporters, they embody certain facts the British manufacturer might keep in view. In the first place, the increased imports into Canada of dry goods bought in France, Germany and the United States should be borne in mind. The manufacturers of those countries are very alert to increase their Canadian trade. No market is too small for them to despise. Germany is especially active. The knitted goods, dress fabrics, cloaks, etc., of Germany, are well pushed

in Canada. The French dress materials compete hard with Bradford, and, in laces, silks, and millinery supplies generally, the tendency toward increase of purchases is marked. The United States manufacturer, although his share of the staple trade captured from Great Britain has not been at all proportional in dry goods to his success in the iron trade, is not to be overlooked. In what may be called novelties, in printed cottons of various styles, in carpets, in curtains, and in other lines, his efforts are unceasing to sell in Canada.

It will be seen, from the figures quoted, that imports of English cottons have not so greatly fallen, notwithstanding the establishment of a completely equipped industry in Canada since 1879. It will not be surprising if British trade in this department, in such lines as prints, made-up cotton articles, etc., increases very much in the next few years. As to woollens, despite the Canadian tariff, they steadily grow in favor, and the British manufacturer of new dress fabrics, of new tweeds, both for men's and women's wear, and of woollen goods generally, has good reason to anticipate an increased export. In silks, a direct trade is now being done with Japan, and this cuts a little into the preponderance of trade done in these lines with continental manufacturers. In hats and caps, especially men's wear, the United States makers have considerably increased their sales in Canada, while it would be difficult to name an English maker, besides Christy, who pushes the Canadian trade as it might be done. A large slice of the button trade has gone to Germany, while the same is true of knitted underwear.

During the next few years, the expansion of Canada and the larger demand for a better class of goods point to conditions very favorable for British trade if advantage is taken of the opening. But Canadian buyers no longer content themselves with the English, Scotch and Irish markets. They go to all the continental centres, and their placing orders, no matter how small, are accepted with satisfaction as the beginning of a large business. The foreign exporter is thus becoming more aggressive, being induced to do so by what he supposes is apathy on the part of his British rival. The British exporter is not, as some people weakly conclude, at a disadvantage in catering to new ideas. British goods continue to show the care, style and finish that have carried them all over the world, and all the processes of manufacture seem to be fully abreast of the times. In Canada, they certainly enjoy the best reputation among consumers. But in these days of keen competition it is a truism that orders go to the most strenuous, and the Canadian market, if it is to be won, must be cultivated.

An old industry in New Orleans is the manufacture of moss and vegetable hair for upholstery purposes. The natural moss, which forms so picturesque a drapery on the ancient cypress trees of the lake region, is collected by a small army of country people, who find it a convenient way of earning a little ready money. In its original condition the growth is full of spores and impurities, which would cause decay in the fibre. All these are carefully removed by successive washings, and the moss is finally passed through a special form of gin. It emerges clean, sweet-smelling, and elastic, and is admirably adapted for most of the purposes to which curled hair is applied. There is a great deal of competition, and of late prices have been reduced to such an extent as to leave a very narrow margin of profit. Nevertheless, the industry is in a flourishing condition. The product finds a ready sale in the United States and Canada, and an export trade with France, Germany and England is being steadily built up. Thus far the sales have been limited only by the capacity of the manufacturing factories.—Textile Mercury.

HOW A BIG PARIS STORE WAS CREATED.

THE idea of creating the Louvre, a Paris department store, originated with M. Chauchard. It is a question, however, whether in his wildest dreams he ever hoped to attain such marvelous results, says an exchange. M. Chauchard entered business upon graduating from Henry IV. College. At that time the great shops were La Belle Fernuere, La Villa de Paris, La Coin de Rue, La Chaussee d'Antine and Le Pauvre Diable. He entered the last. It was a model debut. The young shopman did not start even. It cost him \$200 to be initiated into the mysteries of the trade. At the end of his apprenticeship the graduate of Henry IV. College was deemed worthy to earn his \$5 a month. Every year his salary was raised \$20. He went through the routine, became an assistant shelf clerk, then chief shelf clerk, or buyer, at \$40 a month.

There was nothing more for him to hope for in the shop. In such a situation, two courses were open to the bold and enterprising, either to marry the daughter of his employer, continue the traditions of the place, and step into his shoes, or to strike out for himself with his own money or with the money of other men. M. Chauchard chose the latter course. At that moment Paris had begun to transform herself. The "Haussmannizing" had begun. Between the dwelling-place of the ancient kings and the gallant memories of the last century rose the Hotel du Louvre, squaring itself proudly in the Place du Palais-Royal, the Rue de Rivoli, the Rue de Marengo, and the Rue St. Honore. Without ceasing the workmen were laboring upon it. The clerk without a counter stopped like everyone else before the new building that was striking a modern note in the very centre of the capital. He said to himself that a grand shop in one corner of the structure would not be badly located, and that the owners ought to take kindly to the idea. He learned that the rising palace belonged to the real estate corporation of which M. Emile Pereire was president. Mme. Lepsic, a friend of the young man's mother, obtained him a letter of introduction. Full of confidence, the young man called upon M. Pereire, and managed to convince him that his plan was good. He obtained the lease of a small part of the building, measuring 100 metres, in the Rue St. Honore, 44 metres in the Rue de Marengo, and 20 metres in the Rue de Rivoli, the ground floor and the mezzanine. He required funds for the purchase of stock, and obtained them from a dealer. He also needed a partner, and his barber, to whom he confided the need, introduced him to the chief of the silk department in the Ville de Paris, M. Heriot, who was tired of his position and looking for something.

The work of fitting up the store was delayed so that it opened at an unfavorable time, on July 9, 1855. Though the first results were not favorable, a short time afterward the Louvre Store Co. was formed with a capital of \$220,000, and with two responsible managers, MM. Chauchard and Heriot. The shop, which at that time did the largest business, was the Ville de Paris, with a business of \$1,500,000 a year. Four years after its foundation the Louvre reached this figure. In 1866 it rose to \$2,600,000, and in 1869 to \$5,000,000. The war of 1870-1871 caused the receipts to fall to \$1,000,000, but in 1873 they had risen to \$6,500,000. M. Heriot died in 1879, leaving an estate of \$15,000,000. Two years later M. Chauchard pushed the receipts above \$20,000,000. M. Chauchard's activity was immense. He received all comers in his great store, talking with each, choosing his goods, issuing orders and discussing new ideas. To stimulate his employees he adopted various ways to interest and reward them.

M. Chauchard remained 30 years at the head of his store and retired with a fortune of \$600,000 a year.



The Development of the Dry Goods Trade in Montreal.

MARINERS, military men and missionaries early perceived the advantages for trade possessed by Montreal, and their expectations with regard to the importance which such a situation should command, have been borne out by the testimony of succeeding years. It appeared to the pioneers who settled the country, that the Lachine Rapids presented an insurmountable barrier to further navigation, and that Montreal must continue to be the shipping port for Upper Canada. Indeed, in 1832 an agitation was promoted and a petition drawn up by leading merchants, begging the Government to allow the city to be included in the Upper Province, and urging as one of their reasons the fact that Montreal was almost entirely dependent upon Upper Canada for her trade, inasmuch as that Province imported goods from the Old Country, while the French, who formed the great bulk of population in Lower Canada, manufactured for themselves.

The earliest trade, as might naturally be expected, was in peltries. In the month of June the dusky natives of the west began their voyage eastward, their canoes laden down with the spoils of the Winter's chase. Every year spread the news of the fair in the great village of the white men farther and farther, as the warriors returned to tell their more remote neighbors of the fine things to be purchased for their skins, and every season brought a larger number of Indians to the trading post. Such were the beginnings of the present day commerce of Canada's metropolis.

The origin of the shawl trade is also of interest. Mr. Dougall, the founder of the name in Montreal, brought out with him a valise full of Paisley shawls. He found them so eagerly sought that he soon established quite a business in that line. A constant visitor at the store was a young lady

possessed of excellent taste in the matter of patterns, whose advice in the selection of new designs was of the utmost value to the merchant, until he found out that her taste for the shawls was so great that she had at one time and another appropriated a large number for herself. He did not prosecute her, but kept her ideas about patterns.

Prior to 1825, when the Lachine Canal was built, forwarding was a business of much importance, as it was necessary that everything should be carted to Lachine, and taken thence in canoes and batteaux. This, of course, meant great delay and considerable loss. A feature of the transportation at this time was the "Durham" boats. These were drawn up the stream by oxen with ropes, and when the current was specially strong the passengers were accustomed to lend their aid from the shore. The distance to Belleville was computed, not by days, but by weeks.

The early part of the century was marked by the influx of New Englanders, who came with all their Puritan thrift, instinctive sharpness and Yankee business capacity to swell the tide of commerce and place trade upon more comprehensive lines. In 1840, the population had risen to some 40,000; a mayor and city corporation were appointed, and fire and police departments organized. This seems to bring us quite into touch with more modern days, and it might be thought that the changes since that time would be comparatively insignificant. But the probability is that the contrast between our trading life of to-day and that of the thirties and forties is of a more marked character than that with former years.

The grandfathers of the present generation carried on their business under a regime so unlike ours in many respects that it seems as of another world, and indeed it was. What stories

Established 1886.

"Made in Canada."

ANTHONY P. ALLEN,
Superintendent of WorksA. W. ALLEN,
General ManagerFREDERICK WOODLAND,
Manager Designing and Cutting Departments

*all cut is returned
see 13/1899 by
A.W.A.*

CHARLES D. MCKENDRY,
Manager Order and Shipping
DepartmentsCHARLES J. F. PRICE,
Accountant and Office
ManagerCHARLES A. SWIFT,
City SalesmanJOHN G. FORBES,
Salesman Quebec and
Maritime Provinces.W. F. FOSTER,
Buyer,
Salesman for OntarioJOHN HOME,
Salesman Manitoba and
British Columbia.W. R. DAY,
House Salesman.

New building finished. New machinery installed and working. Organization perfected.

Large amount of new capital invested in business. Each department managed by a competent man.

Over seven hundred employees. Largest manufacturers in Canada of Blouses, and Women's and Children's Wear.

We buy cash ten days.

We sell cash thirty days.

Underwear orders for January White Goods sales all shipped on time. We are ready for repeat orders.

Blouse samples for season 1900 completed, see them before ordering.

If our traveller has not called write us at once or visit us.

Allen Manufacturing Company

Corner Simcoe and Pearl Streets

Toronto, Canada.

Toronto Telephones 1150 and 1260.

Cable Address: "Swiss," Toronto.

the veterans of the trade have to tell of the long Winters, when the busy warehouse was exchanged for the comfortable old log fire, and the merchant enjoyed himself with his family at ease! Business practically ceased after Christmas, the cellar and top storey of the warehouse were closed, and nothing took place there but a little sorting over of goods—that is to say, if any were left to sort. Stocks in those days were small, and the whole amount of goods kept through the Winter by a firm such as J. G. McKenzie's or Greenshields', could be put in a room 12 x 14 feet. Indeed, an old-timer told the writer that he could remember when one piece of print constituted the entire stock of Jas. Johnston & Co. Wholesalers used to sell off as much as possible in private sales, and then hold an auction at the close of the season.

At this time there were no railways, except a small one from LaPrairie to St. Johns, which only ran in the Summer, and the Winter months were utilized for traveling through the country taking orders and collecting outstanding debts. The merchant took his own sleigh as being a quicker method of travel than the proverbial stage, and one which allowed more freedom in the way of stopping over on the route. A way he drove through the different towns and villages, and did not think anything of traveling as far as London and Sandwich, for he was sure then of a steady Winter and good sleighing, though all this is now changed.

Those were the days, too, when debts had to be paid, and paid with interest.

Many of the drygoodsmen living to-day can look back and recall the time when it was customary to grant a month's holidays to their employes during the Winter, because there was nothing for them to do. Some of them recount stories of how they used to spend their days playing checkers, and just fancy the important head of one of our wholesale firms playing leap-frog with his men to pass the weary Winter hours! People do say that Montreal business men are particularly approachable, and the foregoing looks as if such had always been the case. At all events leap-frog is rather inconsistent with all the red tape of managers, secretaries, and the host of modern barriers to the private office.

All this had, however, to be paid for when the rush came. Then it was a question of all night and all day, sometimes with a lapse of three days when the workers did not sleep. The principal business of the year was done in two seasons, in the Spring and in the Fall. Down came the country store-keepers from Niagara and the west to buy at the auction sales, and everything was bustle and confusion. Goods were shipped from England early in March or April, and again about August 1. The voyage took about six weeks, and the vessels arrived in the beginning of May and September. All the work of loading and unloading had to be done by hand instead of by steam. The lull of the Spring trade was over in about a month or so, after which the merchants went home to the Old Country to buy for the Fall. Those who were able to do so were comparatively few in number, as expenses were tremendous. The usual route was by the Cunard Line from Boston to Liverpool, and the cost of a ticket was 40 guineas. The Fall trade ended with the closing of the canals, and all were anxious to buy ere navigation ceased for the Winter.

Commercial travelers were a class unknown. If traveling was done, it was by the merchant himself. Consequently, instead of going to Europe to buy for the Spring in July and August, as they do now, and coming back with samples in September and October, none left here till after Christmas; and, likewise, for the Fall trade, the Summer months were

utilized. Seeing that goods were only bought twice a year, the importations were larger in proportion than they are to day. The merchant counted upon immediate sales, and his profits were large. He was not bothered then by daily changes in value, but practically set his own price and held to it. Many of the large firms, such as Gillespie, Moffat & Co., were not confined to dry goods, but were general stores, where the country people bought everything they needed. Duties were small, being about 2½ per cent., as compared with 20 and 30 per cent. to day.

The whole aspect of Montreal has been completely changed since those times. It is only yesterday that the streets were opened to their present width from that of the time when the city was enclosed within a wall. Half a century ago the chief residential streets were Notre Dame and St. Paul, where the proprietors lived over their stores and warehouses. Curious, indeed, would now be the sight so familiar then, of the hundreds of New England sleighs loaded up with grain and pork, which had been brought to barter for tea, sugar and other articles of like kind. These sleighs might be seen at any time throughout the Winter on St. Paul street, and before the taverns on McGill street. The pork inspector, who, by the way, was a worthy deacon, had his place of business in the basement of the American Church. Victoria Square used to be the hay market. The large block on Notre Dame street down to St. Jean Baptiste street used to be the Black Nunnery. Where Sir John A. Macdonald's monument now stands was formerly the Catholic burying ground.

Hundreds of wooden vessels came out every season bringing emigrants, and returning with lumber, which was, as a rule, loaded at Quebec to avoid expense. The ship accommodation was not too good, and frequently epidemics of disease were spread through Montreal on the landing of the emigrant passengers. The writer has been told, by persons who were here then, of the terrible ravages of the cholera in 1832 and 1834, and again a third time; also of the ship fevers of 1847 and 1849, when people dropped dead on the street.

Another danger to which the city was subjected—and is still, to a very much less extent—was the ice jam in the Spring. On one occasion, the jam took St. Helen's Island, and rushed across on the town, extending all the way from St. Sulpice street to Allan's office. There was a large distillery near the water-front where a man and his wife were sitting at dinner, when the ice came thundering on them, crashing the building down and killing them before they were aware of what was happening. To this day, initials are to be seen which were cut on the fourth storey of buildings, where the ice was piled up. August came before the last blocks were melted, and the sailors had ice for their grog all Summer.

There was always a large military garrison, which contributed quite an important item of trade. At one time, as many as six regiments were stationed in the town, cavalry and artillery being located all the way from Halifax to Goderich. Things were never entirely dull so long as these fellows were about; but they used to desert, in spite of all that could prevent, just as they do to day.

J.S.M.

Montreal, December 20, 1899.

The fact that practically perfect store lighting is now within the reach of every merchant, no matter where located or what the size of his store is, leaves little excuse for poorly-lighted stores. It should induce every merchant to light his store to the best advantage, making it brilliant and bright. The substantial results that will surely follow will demonstrate the wisdom of the change.—Chicago Reporter.

THE . . .
BAGLEY & WRIGHT MFG. CO.

318 ST. JAMES STREET,
MONTREAL.

We have 2,000 dozen

Cashmere Hosiery

to offer at last year's prices,
from **\$2.25** *Per Dozen
Up.*

Best Values in the Country.

First Come, First Served.



WE MAKE LEADERS OF . . .

*Linen Towels
Handkerchiefs
Cretonnes
Art Muslins*



SEE OUR TRAVELLERS BEFORE PLACING YOUR ORDERS

STRIKE WHILE THE IRON IS HOT.

THE general-manager of one of our Canadian banks informed THE DRY GOODS REVIEW recently that at the present time there were in the hands of the people of Canada bank bills to the amount of \$50,000,000. This is an unprecedented condition of prosperity, and merchants should not be content to sit down in satisfaction and enjoy the good prospects. Much of this ready cash is in the hands of the farmers, but everyone in the Dominion has money just now, and now is the time for the trade to seize their golden opportunities. Work hard on collections. Keep at it, and you are bound to get your money.

* *

Specific methods of doing business in any department must always be more or less adaptable to circumstances, and to the individual with whom one has to deal. What works beautifully in the case of one customer might not affect his neighbor in the slightest, or might even drive him away. This is most assuredly true of collecting. Fine judgment needs to be exercised in the various methods pursued. Business men of experience invariably keep very careful track of those with whom they become associated in a selling capacity. This must certainly be made the foundation of the merchants' system if success is to be attained. When once a man has failed you, never sell to him again. For many reasons such a policy is far ahead of the one which advocates selling to all and sundry, with the consequent forced recourse to lawyers' methods for collections. Suing is admittedly advisable and necessary in some instances, but should only be resorted to as a last means, where all others have been found ineffective. The merchant who gets the name of always issuing lawyer's letters immediately an account is a little overdue, gains an unenviable reputation, and hurts himself not a little. The sympathy of the general public is very apt to run with the man who is prosecuted, especially if it is a matter of common occurrence for the dealer in question to have suits of a similar kind. Besides, there are frequently cases where a reasonable excuse can be adduced by an honest customer why he cannot pay up at the time, and there is neither justice nor expediency in applying an iron rule to widely differing conditions. The individual must always form the chief consideration. Know with whom you have to do, and serious results are extremely improbable.

* *

Many wholesale firms only send out their bills once in three months. A monthly statement is, however, much to be preferred, and is found to work better by some of the leading houses. Here, again, judgment is to be used. Letters to men of uncertain credit may well be followed in a short time by reminders, whereas it is verging on insult to unnecessarily dun a customer of good standing, whose affairs may prevent at the moment the payment of all dues. Now is the time, however, both for retailers and wholesalers to catch the tide while it is at the full, and give their customers a nudge just in case they forget that they are in a position to settle their accounts. Any man of standing can hardly afford to be sued when times are so good; it would be disgraceful in the extreme. Let the retailers, therefore, use their utmost exer-

tion to collect what is owed to them, and the wholesaler will benefit in his turn by prompt action on the part of the dealers throughout the country.

* *

The larger business concerns of our cities, and many small storekeepers as well, find it of advantage to use the special agencies which exist for the purpose of collecting bad debts. These are able sometimes to bring influences to bear upon backward people which are of more avail than the merchant's expostulations. But it should not be necessary to use such means in the same quarter more than once. If a man has to be solicited in that manner, it is proof that he is better off the list of those who buy from the firm. Some may think that such a course is impossible or that they cannot afford to be so stiff; but united action on the part of business men makes impossibilities possible. The main point, then, is not to seek the most approved method of collecting from bad customers, but to be prompt in sending out bills, and to have thorough knowledge of the parties concerned, exercising right judgment accordingly.

A DEPARTMENTAL DREAM.

Written for THE DRY GOODS REVIEW.

MRS. JUDGE DALRYMPLE, who is a social leader in a northern county town, had been seriously annoyed by other society ladies appearing in public with dresses like hers. Last Spring, she sent to the departmental store for a costume. It was "swell," a work of art, "a dressy dream of loveliness." There was nothing like it in the town. So Mrs. Dalrymple felt she had a "cinch" on "sassiety." Though she toiled not neither did she spin, yet Solomon in all his glory was not arrayed like Mrs. Dalrymple in her gay departmental outfit.

Amongst others who admired the gay attire was old Louisa Lillywhite, a colored lady weighing about 275 avoirdupois, better known as "Old Aunty Lil." Aunty got hold of a sample, which was a handsome printed sateen of large, loud, striking pattern.

A week or so afterwards, Mrs. Dalrymple met old Aunty on the street, arrayed like a lily-of-the-valley. Aunty carried a big market-basket on her left arm, a laundry-bag on her right, and over her 36 inch corset she gaily wore a dress like Mrs. Dalrymple. The judge's cook was offered Mrs. Dalrymple's "dream," but declined with thanks when she saw Aunty Lil trotting around town, "monarch of all she surveyed."

Mrs. Dalrymple again deals with the local dry goods people, and her cook sleeps beneath a comforter that, last Spring, was the glory and envy of all beholders, while Aunty marches in the Salvation Army, sings like a blackbird, dresses like a queen, happy as a lark.

TOM SWALWELL.

The J. F. Brownscombe Co., Limited's business at Uxbridge, Ont., has been enlarged to double its former capacity. A feature of it is the quality of goods carried. The country merchant can keep business going past his door to the city stores by keeping the qualities and styles required. Recognizing this, Mr. Brownscombe has an establishment that would reflect credit upon any city, and thus secures the trade. He is a patron of trade papers, including THE DRY GOODS REVIEW, and speaks well of them.

JOHN M. GARLAND, SON & CO.

Wholesale Dry Goods and Carpets,

✻ ✻ ✻ **Ottawa, Canada.**



146 to 152 Queen Street,
45 to 51 O'Connor Street, **OTTAWA, CANADA.**

Departments

- A. Staples.
- B. Colored Cottons and Linens.
- C. Tweeds and Cloths.
- D. Dress Goods and Linings.
- E. Men's Furnishings.
- H. Small Wares, Hosiery and Ribbons.
- T. Carpets and House Furnishings.

THIS firm can afford to sell closer than most other houses, as they sell about 75 per cent. of their output in the house, while other firms having as large a turnover sell about 75 per cent. on the road. Letter orders filled carefully and at once. Why not try us?

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

ORDINARILY, January is a dull month, but the wide-awake retailer, who knows what advertising can do for him, does not, as a rule, find it a dull month. This is one of the months when a "sale," or a series of sales, comes to the rescue. Stock-taking, of course, looms just ahead, and no wise merchant nowadays carries any goods over from one season to another. I well remember the days when a very few dry goods retailers made any serious attempt to "clean up" the season's goods. Such goods as did not sell in the usual happy go-lucky manner were kept for another season. New goods were added each season, and, in most instances, the new arrivals went out first, or most of the new arrivals did. Each season's "left-overs" keep piling up. Almost every store of any age had a fine collection of out-of-date stuff. This pernicious custom busted many and many a retailer in those days; indeed, many of the failures of the present time find their cause in the same custom. The modern way is different. The real live, right-up-to-the-minute merchant looks over his stock at regular and frequent intervals, and all lines of goods are kept on the run. If such a merchant overbuys in certain lines of goods, or if he finds he has paid too much for them, he doesn't sit down and cry over spilt milk, but "hustles" around and gets the goods out at any price they will fetch, and then uses the money for purchasing new goods—a nimble shilling is better than a slow sixpence.

Go over your stocks, Mr. Retailer, and take nothing into your inventory that ought to have been sold. Get up a sale and run the goods out.

* * *

I clip the subjoined choice specimen of advertising from The Whitby Chronicle. I happen to know Mr. Andrew M. Ross personally, and he is a level-headed, sensible and able man, but his ideas of advertising are somewhat crude. If this

TAILORING.

Our stock of Suits and Overcoatings is one of the best and our assortment large. By purchasing your suits from us you will enjoy life, be happy and contented and live 20 years longer. We guarantee all our work or refund your money.

ANDREW M. ROSS.

tailoring advertisement is intended to be witty, it is money wasted. If it is intended to be serious, it is money wasted. This kind of advertising will never, unless by accident, sell one single dollar's worth of goods.

Contrast this Ross advertisement with Barnard's, taken

from The Chronicle of the same date. The latter is straight business. The trouble with Mr. Ross probably is that he

Barnard's Bargains in Watches

17 jewelled, adjusted Waltham, nickel, open stem wind case.	\$11.50
American movement, nickel, open stem wind case.	\$1.00
Gents 20 year filled open case, Waltham movement.	\$3.50
Gents 15 year filled hunting case.	\$6.50
Gents 21 year filled open case, Waltham movement.	\$14.00
Gents 21 year filled open case, Waltham movement.	\$15.00
Ladies 25 year filled case, 15 jewelled, was \$20.00 now	\$15.00
Ladies 25 year filled case, American movement, was \$10.00 now	\$7.50
Ladies 14k gold case, was \$35.00 now	\$27.00
Ladies " " " " \$22.00 now	\$17.00
Ladies " " " " \$15.00 now	\$10.00
Ladies solid silver stem wind from \$4.50 to	\$9.00
Ladies gun metal \$5.50, \$7.50 now \$3.00 or	\$5.00

The large stock of clocks, silverware, sterling silver, jewelry, ebony goods, canes, umbrellas, etc., will be sold at cost from now until Xmas.

J. S. BARNARD,

JEWELER

Brock Street,

Whitby.

doesn't take the advertising seriously enough; yet advertising is quite as serious as any other form of business.

* * *

Messrs. W. J. Moran & Co., Amherst, N.S., say that they have \$100,000 at their back, and that they "are in a position to sell goods at a less price than they have been sold during

Amherst's Greatest Cash Dry Goods Store

We have one hundred thousand dollars capital at our back and are in a position to sell goods at a less price than they have been sold during the past twenty-five years in Amherst.

We do not intend to sell goods at the general retail prices. All goods will be sold as near wholesale prices as possible. Our business will be conducted on similar principles and our goods will be sold at about same prices as those of Eaton & Co. of Toronto.

We buy a great many of our goods direct from the manufacturers and will be found to be the best Dry Goods Store to buy goods from in Canada.

We have just opened **Twenty-Seven Cases New Dry Goods.** We buy nothing but most Fashionable Goods. WHOLESALE AND RETAIL.

**WE KEEP NO BOOKS—TERMS CASH.
WANTED 100 TUBS CHOICE BUTTER.**

W. J. MORAN & CO.

Store—4 Storey Building, Opposite Court House.
Amherst, N.S., Sept. 29, 1899.

the past 25 years in Amherst." They further say that their prices are about the same as those of The T. Eaton Co., of

BEGIN THE NEW YEAR WELL

The Morse & Kaley Mfg. Co.'s

GOODS HAVE NO SUPERIOR.

The leading jobbers of British Columbia, Manitoba, Ontario, Quebec
and Maritime Provinces carry stock. Ask for

Morse & Kaley Silcoton

Morse & Kaley Silcoton Embroidery

Morse & Kaley Turkey-Red Embroidery

Morse & Kaley Knitting Cotton

Victoria Crochet Thread, etc., etc.

BATTING

Guaranteed free of threads and other weak and lifeless stock.

North Star, Crescent and Pearl Cotton Batting

Quality for this season still better than ever. The best at the
price. Made of good pure Cotton—not of shoddy. Ask for
North Star, Crescent, and Pearl Batting.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street,

 MONTREAL

GOOD ADVERTISING—Continued.

Toronto. To still further strengthen their contention as to prices, they say that goods will be sold at wholesale prices as far as possible. It occurred to me that it was somewhat curious to find a firm professing to do business on Eaton principles and yet not quoting any prices in their advertisements, so I picked up a later copy of the same newspaper and found the same advertisement without the change of a word. No prices! no change of copy! and yet Moran & Co. say they are following in Eaton's footsteps! I don't believe that Eaton ever ran a standing newspaper advertisement in his life. I have known his store for many years, and such a thing as an advertisement without prices is very rare for him. If Moran's have got such low prices to offer, why in the name of all that's sensible don't they say what they are? All these glittering generalities about prices being so low don't cut much of a figure when compared with actual figures. After reading the Moran advertisement, I turned to one of Eaton's. A portion of this advertisement referred to an August sale of furniture. Here it is. Note the difference between the Moran way and the Eaton way:

August Furniture Sale.

Within ten days our August Sale of Furniture this year will be a matter of history. In the meantime it's your privilege to take advantage of such prices as these, which are not likely to be offered you again very quickly:—

Bedroom Suite, hardwood, antique finish, one of the newest designs, bureau fitted with 20 x 24-inch bevel plate mirror, bedstead, 4 ft. 2-in. wide, large washstand, all neatly carved, regular price \$13.50. August Sale price..... **11 69**

5 only Parlor Suites, 3 pieces, sofa, arm chair, and reception chair, mahogany frames, hand carved and polished, upholstered in the latest designs, silk tapestry, regular price \$22.50 to \$27.50. Sale price..... **18 39**

6 only Five-piece Parlour Suites, solid oak and mahogany finished frames, hand carved and polished, sofa, divan, arm chair, arm rocker, and reception chair, upholstered in silk tapestry, double stuffed spring seats and edges, assorted designs and colors, regular price \$33 to \$37.50. Sale price..... **28 75**

30 Double Bedsteads, assorted patterns, hardwood, antique finish, 6 ft. and 6 ft. 2-in. high, with woven wire spring mattress to fit, regular price \$5. Sale price..... **3 25**

* * *

C. W. Hendershot, of Kingsville, Ont., is one of the best dry goods advertisers in Canada. I have, in this department, referred to his advertisements before. I herewith reproduce a part of one of Mr. Hendershot's recent productions. The one real fault with the advertisement is in the hosiery cut: it ought to have been in outline, same as the other. I note that Mr. Hendershot has a bargain day every Wednesday. This is a good plan. It prevents the congestion of business on either Monday or Saturday. In country towns, where there is a big Saturday market day, this congestion is usually on Saturday. In large cities, where there are daily papers, the congestion is usually on Monday. It is a good idea for the merchants of a locality to combine on what has hitherto been

a dull day and make a bargain day of it—say bargain Friday, such as they have in Toronto, or bargain Wednesday, such as they appear to have in Kingsville:

THE One Price House

GRENVILLE BLOCK, KINGSVILLE.

Wide-Awake One of the best things we can say of this business is that it's quick as a flash to see opportunities and avail itself of them. We constantly enlarge our efforts in the direction of economy, which has as much to do with buying goods as with selling them. There is no possible chance of any store within your reach doing better. This business is very wide-awake in every department, and Wednesday is an excellent day to test how wide-awake we are to shoppers' interests.



Hosiery.

Ladies' fine fast black fleeced lined Hose, double sole, heel and toe, elastic tops, full fashioned, a very warm and comfortable hose, sizes 8½, 9, 9½, at per pair..... **25c**

Children's fleeced lined Hose, same quality as above, sizes 4 to 8, at from per pair..... **15c**

Ladies' extra fine black Cashmere Hose, full fashioned, double heel and toe. This is a very special line, at per pair..... **18c or 3 pairs for 50c**

Children's Black Cashmere Hose, same quality as above, sizes 4½ to 8, at per pair..... **15c**

Boys' heavy ribbed all wool Hose, very warm and comfortable, sizes 6 to 8½, at per pair..... **25c**

Ladies' ribbed black Cashmere Hose, extra value, sizes 8½, 9, 9½, at per pair..... **25c**

Boys' extra fine all wool Hose. This hose is made from fine yarn and is very soft and durable. The heel and toe are knit with worsted and make a very serviceable and hard to wear out hose. Sizes 8 to 9½, at from..... **25c**

Gloves.

Ladies' Black Cashmere Gloves, full length, at per pair..... **15c**

Ladies' Black Cashmere Gloves, extra long, with and without fleece lined, all sizes from 6 to 8, at per pair..... **25c**



Ladies' Kid Gloves, in shades of tan, brown, fawn and black, in lacing and 4-button fastenings, all sizes from 6 to 7½, at per pair..... **75c**

Ladies' French Kid Gloves, silk stitched backs, in 2 dome and 6 and 7 hook lacing. Colors, brown, blue, green, fawn, red and black, all sizes from 6 to 7½, at per pair..... **\$1.00**

Ladies' extra fine French Kid Gloves, Pevny's celebrate make, gusset fingers, 3 dome fastener, heavy silk embroidered backs, in shades of brown, fawn, tan and black, every pair guaranteed, at per pair..... **\$1.25**

Misses' fine ribbed wool Mitts in black only, at per pair..... **12½c, 15c & 18c**

Ladies' Black Cashmere Gloves, with white silk embroidered backs, in black only, at per pair..... **25c**

Linens.

70 inch (very wide) Bleached Table Linen, good assortment of patterns, medium weight, at per yard, **25c**

68 and 70 inch half bleached Table Damask, new designs, Irish manufacture, at per yard..... **50c**

16 and 18 inch Roller Towelling, plain and colored borders, assorted in fine medium and heavy makes, at per yard..... **5c**

* * *

Mr. A. W. Cressman, of Peterboro', Ont., who keeps what he describes as "The Store that Never Disappoints," is evi-

THE STORE THAT NEVER DISAPPOINTS.

Ladies' - - Fall and Winter Coats.

Perhaps this is our strongest department—Less than 20 last year's Mantles appear in our stock. Every garment bought from the makers direct, German, American and Canadian Styles. Nearly 500 garments to choose from. Our guarantee is back of every garment.

AT \$2.44

A black niggershead cloth, high storm collar, pleated sleeves, rounded front fastened with large fancy buttons, seams all neatly bound

AT \$5.00

Castor and black beaver cloth Coats, made in Germany, sleeves pleated, high flaring collar, two rows stitching on each seam, trimmed with cording and small pearl buttons, it fastens with three large pearl buttons seams bound in satin, double-breasted. Up-to-date in style.

AT \$9.00

Short black curl Jacket, turn back collar and reverses seams and top of sleeves trimmed with bands of plain broadcloth, double-breasted, small pockets lined throughout with red silk decken.

AT \$13.00

Heavy black curl, high rolling collar, shirred sleeves, double fly front, two pockets, seams bound in farmers' satin; a comfortable jaunty Jacket for winter wear.

AT \$18.00

A fine light fawn, beaver, handsomely trimmed with applique of elfin pattern on seams, sleeves, front and pockets. Scalloped edge. It is double-breasted, has one small inside pocket, and is lined throughout with cerise taffet silk.

AT \$6.75

Short black curl Jacket, high storm collar, double-breast-d, fly front, small breast pocket with velvet flap, shirred sleeves, seams finished with two rows stitching.

If you have not tried us begin now.

Cravenette

TRADE MARK

RAIN COATS

POROUS TO AIR
NO RUBBER IS USED
NO PERSPIRATION—HYGIENIC
SHED WATER PERFECTLY
LIGHT IN WEIGHT—SMALL IN BULK

All Cloths of which *“Cravenette”* Rain Coats are made

are stamped thus



on the back.

Your Spring Stock Should Include an Assortment of These Goods.

IT IS NO EXAGGERATION,
BUT A SIMPLE STATEMENT OF .. FACT,

TO SAY THAT _____

CARTWRIGHT & WARNERS'

“Monodye”

HOSE AND
HALF-HOSE

(REGD.)

ARE THE ONLY



Black All-Wool Stockings ever brought out that keep their color after wear and washing, and give satisfaction in every way.

They should become as well-known as the celebrated
“Squirrel Brand, Premier-Finish” Hosiery.

CANADIAN AGENTS

R. FLAWS & SON

MANCHESTER BUILDINGS
MELINDA STREET

TORONTO

GOOD ADVERTISING—Continued.

dently a wideawake man. The booklet which he sends us is a very creditable example of advertising. That Mr. Cressman knows a great deal about printers' ink will be evident to any one who reads the subjoined specimen page from his booklet. It will be noted that the typographical display is remarkably good, that the reading matter is plain and businesslike, yet pleasing, and that there are plenty of details as to descriptions of goods and prices. My opinion is that this little book brought Mr. Cressman considerable business.

* * *

It has often occurred to me that the Canadian dry goods trade would benefit greatly if they would exchange ideas and experiences regarding advertising more freely than they do. It has come to be generally recognized that advertising is the greatest aid imaginable to a business. Many merchants, like Hendershot, of Kingsville, are using printers' ink with great success. It seems to me that many such dealers must have acquired valuable knowledge by actual practice of different methods of securing publicity. Why do not such dealers give the benefit of their knowledge to others? This is one of the ways in which retailers can fight against what is termed "the department store evil." THE DRY GOODS REVIEW is alive to the importance of the advertising question. For this reason their "Good Advertising" department was inaugurated. This department always has been, since it was started, and is now, quite at the service of the dry goods trade of the Dominion, to the advancement of the cause of advertising. It aims to be a sort of clearing-house for dry goods advertising. If you found a certain kind or style of advertising a good "puller," why not give your brother merchants the benefit of your experience. If you have evolved a bright advertising idea, send it along to the "Good Advertising" department; you can depend on it being brought to the attention of the trade. We will also be glad, as heretofore, to have specimen advertisements for criticism. The big department stores each have their own advertising manager, who has usually nothing to do but think up advertising plans and to work for the improvement of his "copy." This man usually reads all the principal advertising journals, and, if he be fit for his position, nothing of any importance in the advertising world escapes his notice. The average retailer, distracted by a multitude of duties, usually neglects his advertising, and the result is that, as a rule, it is not up to what it ought to be. But, every retailer, no matter how multitudinous his duties, occasionally comes across a bright idea. The proper thing to do with the idea, after using it, is to send it along to this department for dissemination to the trade. Don't be afraid that the big department-store advertising man will also get the benefit. He probably has a number of ideas just as good, and perhaps better. In any event, 1,000 drygoodsmen with a bright advertising idea are better able to fight the common enemy than is one alone. Cooperation is the thing. Let us hear from you, gentlemen!

Writing to his Government at Washington, the United States consul in the Klondike says that last Summer a better class of buildings have been erected in Dawson. Several new hotels have been built, with electric lights and other modern conveniences, the rooms renting on an average at \$100 per month. Restaurants adhere to the prices of a year ago, but good board can be obtained at the clubs and messes for \$75 per month. The new buildings are from two to three storeys high, the lower parts being occupied by saloons and stores, while the upper floors are devoted to offices and lodging-rooms.

**THE CANADIAN RUBBER CLOTHING
TRADE.**

GREAT has been the change in conditions with regard to the waterproof clothing trade in the past decade. Prior to 1889 there was practically no business done in Canada in the manufacture of mackintosh and kindred goods. It was in that year that Mr. E. L. Rosenthal, the present manager of The Beaver Rubber Clothing Co., started the making of rubber coats on a small scale. He found the task of initiating the trade here a herculean one, and the difficulties which he was forced to overcome seemed at times almost insurmountable. Though he had been apprenticed for seven years to one of the leading Old Country houses, people in this country laughed at the idea of it being possible to compete with English manufacture. The pioneer had to reason with them by actual demonstration that as good an article could be produced here as in Britain.

As a result of enterprise and perseverance, there are now three additional firms manufacturing rubber clothing, and every one of them is doing a rushing business. It is a fact that comparatively little importing is done from Great Britain or elsewhere, with the exception of some very cheap lines from the United States. In 1890, the importations for the year amounted to \$556,000; to-day, they are only in the neighborhood of \$100,000.

The saving to the consumer consequent upon such changes has been marked. The same coat which, 10 years ago, cost \$15 is now bought for \$7.50, and, whereas the merchant used formerly to suffer considerable loss on account of the waterproofs becoming hard and undone, now no such complaints are heard. Everyone knows how some rubber coats get so stiff that they will stand of their own accord. This is due to imperfections in the mode of sulphurizing, and has been remedied by the improved method of treatment adopted by our Canadian manufacturers. Goods also are now stitched, as well as being cemented, so that there is no danger of the coat coming to pieces.

When the business first started, 1,000 coats per year was the extent of the sales, though not of the manufacture. Now, it is an easy matter to sell 12,000 to 15,000 annually.

One great reason for the transference of so much trade to Canada is that, instead of being under the necessity of ordering only twice a year, and in immense quantities, merchants can, and do, order goods only as they require them. Often orders are sent for half-a-dozen coats.

There is nominally some protection in duties to the industry, but the manufacturers claim that this is counterbalanced by other circumstances. There is a 15 per cent. on raw material, and a 35 per cent. duty paid on the manufactured article by merchants, leaving an apparent protection of 20 per cent. But, when we take into consideration the increased cost of selling, of manufacture, of heating, lighting, etc., here, our advantages over British houses are small, indeed. Canada, with its 5,000,000 of people, presents but a limited field, and in this field are working four Canadian companies, as well as British and American. No exporting is done in the rubber clothing line, because of the obstacles which foreign duties oppose. It is not worth while for our firms to compete with Britain and the United States in this line—as it is in rubber boots, for example.

THE HOUSE FOR
HIGH-CLASS DRY GOODS



Brophy, Cains & Co.

MONTREAL.

Fancy Cotton Directory, 1900

NOVELTY JACQUARD MERCERISED ZEPHYRS,

Very Choice Goods, in exclusive designs.

Scotch and Canadian Zephyrs,
White and Coloured Cords and Piques, } AT OLD PRICES.
Printed Cords and Piques.

PRINTED WASH GOODS

Wexford Dimity, Batiste Indienne, Marlboro Cloth,
Pacific Madras, Organdie Lambelle and Valence,
Turkish Bourrette, Warp Welts, Sirdar Madras.

BLACK AND COLOURED MERCERISED SATEENS,

In 60 shades.

Printed Mercerised Sateens,
Black and Printed Mercerised Satanas.

See our Black and Coloured Soiette for fine Dress Linings.

Art Muslins, plain and frilled.

*Lappet and Madras Muslins, plain and frilled, for "Peek-a-Boo"
Curtains.*

*Art Drapery, Liberty Sateens, Iris Sateens and Tapestry Sateens
for Cosy Corners, Cushions, Mantle Drapes and Curtains.*

Orthodox Cretonnes in Twills, Crepe and Duplex.

Terry and Honeycomb Cloth for Children's wear.

*White Tucked Hemstitched Apron Lawns, also White Tucked
Hemstitched Apron Lawns with Lace and Hamburg Insertions.*

*All-Over Tuckings—Lace Insertion Tuckings, Tucked and Goffered
Swiss Muslin, Tucked and Goffered Cambric Nainsook.*

Our Victoria Lawns will not curl.

Organdie Lawns in five qualities.

*Persian Lawns in six qualities. These are among the finest White Cotton
Goods made. We have imported them specially for high-class trade.*

We carry a complete stock of all Domestic and imported Staple Cotton Goods.

BROPHY, CAINS & CO.

23 ST. HELEN STREET, - - - MONTREAL.

DRESS GOODS AND SILK DIRECTORY 1900.

Your first consideration may be price.

Botany and Fine Cashmere Wool Goods show an advance. Apart from these, you have our assurance that we had exceptional facilities for buying early, and protected you and ourselves. Our general range shows no appreciable change in prices.

In High-Class Novelties, and Handsome Fashionable Goods our selection is larger and more complete than ever.

We have over 500 designs and qualities in Plain and Fancy Black Dress Goods, to retail from 20 cents to \$5 00 a yard.

30 Exclusive Novelties in Black, for street and evening wear, in Gaze Chenille, Gaze Crepe, Gaze Dentelle, Gaze Raye, Gaze Broche, Gaze Pompadour, Voile Raye, Voile Dentelle, Voile Perle, Voile Baree, Voile Carreautes.

Shepherd, and White and Black, also Grey Checks, from $\frac{1}{8}$ inch to $4\frac{1}{2}$ inches square.

Ziboline Stripes and Checks for Skirts, **exclusively our own designs**, very stylish.

D197 Soyense, D198 Lucetta, D199 Otero.
These are three of the Latest Novelties.

A.R. 400, A.R. 401, as worn at the Queen's Drawing Room.

SILKS AND SATINS.

Over 1,000 Shades and Designs, to retail from 20 cents to \$2.50 a yard.

Some Special Numbers in Fancies.

Ranges D142 to D150 for Cheap Blouses.

D151 to D154 for Medium-Priced Blouses.

D155 to D157 for Evening Wear.

D158 to D164 for Better Class Blouses.

C170 to C176 for very Stylish Blouses.

See our Plain Colours in ranges B55, B56, B57, B58, B59, Extra Value.

Our usual range in all lines of Blacks, and a few **VERY RICH** Broches.

BROPHY, CAINS & CO.

23 ST. HELEN STREET, MONTREAL.



OUR CLOTH—OUR TRIMMING.

HABERDASHERY AND FANCY GOODS DIRECTORY

1900



Ladies' Underwear calls for special attention; it is one of our specialties.

Men's Underwear—All makes—in Cotton, Merino, Balbriggan, Fancy Balbriggan, Natural Wool, etc.

Top Shirts of all kinds, and the newest effects in Silk-front Shirts.

Gloves—We have the new shades in Taffetas, Silks, Silkette, Lisle, and Cotton.

Hosiery—In Domestic, English, German, and American makes, at popular prices.

Veilings and Nets—A splendid range; all at right value.

Muslin Sunbonnets and Hats—The most desirable and serviceable headwear for children.

Laces and Curtains—We have booked many large orders for spring. This department shows a steady increase.

Handkerchiefs—All our old reliable lines—well known to our friends—and many novelties.

Ribbons—Liberty Satin, Glace and Faille Sash, latest shades; also Black Silk, Satin and Velvet, Bebe, Drawn Thread, Frills, Lutes, etc., etc.

Muslins—English, Scotch, and Swiss, in spots, checks, stripes and figures.

Trimmings—The newest and best, to match our dress goods.

Parasols and Umbrellas—We excel in Men's Umbrellas.

Chiffons, Frillings, Bibs, Belts, Buckles, Clasps.

Back Combs, Side Combs, and all kinds of Combs.

Full line of Shelf Smallwares.

Quilts—Standard Domestic and Finest English Satin.

A most complete stock of Household Linens.

Embroidery Linen in 20, 36, and 40-inch.

Embroidered Apron Linen.

BROPHY, CAINS & Co.

23 St. Helen St., MONTREAL.



Alvinston Woolen Mills

E. Warner & Son.

ALVINSTON, ONT.



Manufacturers of . . .

Woolen and Union Blankets.

WRITE FOR QUOTATIONS.

Mantles, Costumes, Skirts, etc.

Canadian Buyers will always find the very latest Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS, MACKINTOSHES, CAPES, etc., etc.

in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, Eng.

Smith & Baker . .

DUNDAS, ONT.

We ask careful inspection of our line of . . .

GLOVES and MITTS

Our fine goods being cut from patterns used by the best English makers, and the heavy fines from Selected American Patterns give them style and fit. Having all made by competent hands, and thoroughly inspected, their finish recommends them to all the retail houses in the Dominion. We use the best stock from the following: Real Mocha, Kid, Rein-deer, Moco, Goat, Horse, Cow, Calf, Elk, Mule, and Sheep.

Waterhouse & Bradbury



WOOLEN MILLS

Ingersoll, Ont.

Manufacturers of THE BEST DOUBLE and TWIST TWEED. Equal to Scotch.

Special lines of Sheetings and Blankets. Samples on application.

Men's

WOOL SOCKS

HEAVY PURE WOOL MITTS

Leather Covered

Joseph Beaumont

Manufacturer, GLEN WILLIAMS.



Manufacturers of

SUSPENDERS

and

COVERED BUTTONS

The . . .

J. R. Stouffer Mfg. Co., Limited
BERLIN, ONT.

ESTABLISHED 1830.

BENNING & BARSALOU

Oldest Auction House in Canada.
Trade Auctioneers and Commission Merchants.

86 and 88 St. Peter St., MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

Dry Goods, Clothing, Boots and Shoes and General Merchandise

Best Opening in Canada for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal. La Banque d'Hochelaga
Correspondence and Consignments Solicited.

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

Head Office
Toronto, Ont.

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

HUTCHISON, NISBET & AULD.

It can safely be stated that no line of business has been benefited to a greater extent from the great trade revival of the past year or two than the wholesale dealers in the better classes of woollens and tailors' trimmings. One of the leading Toronto jobbers in these goods, Hutchison, Nisbet & Auld, state that, while every year has brought increase to the volume of their business, no year showed such development as last year, which showed an increase of $33\frac{1}{3}$ per cent. over the preceding one. This has been done by increasing their assortment of stock and facilities for doing business in keeping with the growing demand. They have made most extensive preparations for the coming season, and the results already attained justify expectations of even greater increase than last season showed. The orders already placed for Spring are four times greater in volume than those given in any previous season.

In tailors' trimmings this house has established two brands of Italians on this market, which are now generally known to the trade, and accepted as unexcelled. The "Premier" brand of mercerized was introduced with the advent of this new finish. Their complete stock of blacks and colors in plain and twilled, in 32 and 54-inch, enable them to meet any demand from the dry goods and tailoring trades. Their "Humbert" brand of wool Italian is not, they claim, surpassed by any cloths in the market, being made of Botany yarns, with Egyptian warp, and all Kirk's finish. These cloths are exclusively handled in Canada by this house.

With prosperity has come a demand for a better class of goods, so the sales of silk linings are steadily growing. Hutchison, Nisbet & Auld have made important additions to this part of their stock, and the Spring trade will find them well prepared with a complete assortment of 22, 27, 30, and 54-inch black and colored veloutines, serges, and satin de chine. In this department every requisite in tailors' trimmings can be had.

In their men's woollens department this house have surpassed themselves and have now the most comprehensive assortment they have ever shown. The styles and colorings are varied, attractive, and correct. Many of their exclusive designs in foreign and domestic goods are remarkable examples of the weavers' art. Many manufacturers of English and Canadian woollens have their entire product sold up for the season; others have advanced their prices considerably. As this is likely to result in desirable styles being sold up, it would be well for the trade to anticipate their wants early this season.

THE WYLD, GRASETT, DARLING CO., LIMITED.

In all departments of their business, the Wyld, Grasett, Darling Co., Limited, report a strong, healthy tone. Orders are being placed early, and show that high-class goods are in steadily increasing demand. They are in an excellent position to meet all trade offering.

The staple department of this company is well equipped for the Spring business. Fine ranges of British and Canadian prints and sateens, English and German flannelettes, and a very large assortment of all leading Canadian mills' products are stocked. Their prices will be found to meet all competition.

In their dress goods department, they are showing some choice selections in black crepons, black-figured fancies and black silk and wool effects. They also show a new range of homespun and tweeds, as well as extra values in faced ladies' cloths in the new Spring colorings.

In their woollen department, they call especial attention to

their serges in navy blue and black, and to a special line of black and blue twill worsted, made of Botany wool, which is offered at extra good terms.

In the linen department, they are showing the finest range of imported and Canadian quilts which they have ever offered to the trade. In towels, they have a very attractive range of knitted, fringe and H. S. towels, which can be retailed at a very popular price. This house make a specialty of fancy designs in linen pillow shams, 5 o'clock table covers, sideboard scarves, bureau covers, carving-tray cloths, etc. They report having to hand repeat orders which complete their stocks in Swiss embroidered, as well as cambric, lawn and linen handkerchiefs. In table linens, they are offering not only exceptional value, but exclusive and very attractive designs.

In their smallwares department they have a fine assortment of ribbons in double faced satin and silk, a complete range of colorings in baby ribbons in silk, satin and moire. In velvet ribbons, in satin and cotton back, their assortment will be found very complete.

This firm claim to be in a particularly good position to fill all orders for both cashmere and cotton hosiery for Spring, having anticipated the advance in prices and contracted for heavy quantities at the old prices, and are still in a position to accept orders for their favorite lines of children's ribbed cashmere hose, with double knees, known to the trade as Nos. S35, 37 and 72, and in plain goods Nos. A1, "Leader," "Extra," and 25. In cotton hose they are showing special lines of full-fashioned Hermsdorf dye goods to retail at from $12\frac{1}{2}$ to 35c. per pair. They are also well stocked with cotton underwear, as well as taffeta and silk gloves.

This company are showing the largest and best selected range of embroideries they ever offered, including schiffli, ham-burg and fine cambric edgings, insertions and all-overs.

PLAIDS AND PLAIN HOMESPUNS.

Boulter & Stewart state that the popular demand to-day in ready-made costumes and skirts is almost entirely for plain homespun in colors of light grey, fawn and Oxford grey.

Plaids of all colors and sizes, for skirts, are likely to be good stock during the shirt waist season.

They are showing a special homespun suit, lined, and in all the new cuts, at \$7.50, and another special in a homespun skirt at \$3, finished in good style, made in box pleat, single seam or any of the new cuts. These make good leaders for early Spring, and, when present stock is closed, prices will advance considerably. They, having secured 4,000 yards before the advance, are able to make this offering for a few weeks only.

FRINGES.

Brophy, Cains & Co. say that black and colored knotted silk fringe, as shown on figure in their advertisement, is the fashionable trimming.

There is no question that the silk fringe which was introduced this Fall will be further used, and that innumerable silk fringes, both on the edges of scarves, draperies, flounces and small shoulder affairs will have a most broad use. These fringes will vary from the merest suggestion of a quarter of an inch on the ribbons through the various widths and processes of manufacture—simple, twisted, knotted and tinsel—to the very widest depths, which will be used as fronts and to finish the bottoms of tabliers.

HAMILTON COTTON CO.

Manufacturers
of

HAMILTON, ONT.



Chenille Curtains and Table Covers

For the Spring trade we will show a complete assortment of New Designs and Coloring, in both Curtains and Covers.

TABLE COVERS

in the following sizes :

4/4, 6/4, 8/4, 10/4, 12/4.

CURTAINS in

32-in., 34-in., 36-in., 40-in., 44-in.,
and 48-in. widths, both in Plain
and Fancy.

For sale by all the leading wholesale dealers.

Selling Agent

W. B. STEWART,

20 Front Street East

TORONTO

PROGRESSIVE STOREKEEPING.

A Monthly Article on the Proper Management, System, etc., of an Up-to-Date Retail Business.

BY CHAS. F. JONES, NEW YORK.

Specially written for THE DRY GOODS REVIEW.

For Firms Giving Credit.

A store that does a credit business has to be very particular how they handle the persons who apply for time on their purchases.

In the first place, the most important thing is to be sure that you are not injuring yourself by giving credit to persons who do not deserve it. Again, sometimes it is almost as important that when you refuse to give credit, you do it in such a way that your refusal does not offend the person asking for it.

Many persons apply for credit to whom you may not feel disposed to give it, and yet who are perfectly honest and may really deserve the accommodation. Your judgment may be a very accurate one, but we all make mistakes sometimes. This is shown by the fact that you probably have a great many debts on your books which are difficult or impossible to collect. If your judgment can err in giving credit to the wrong persons, it is just as likely that it may sometimes make a mistake in refusing credit to the wrong person.

Therefore, it is a very particular thing how you refuse those applying to you for time.

Again, even if those who apply for credit are not worthy of it, still their cash trade may be worth a great deal to you, and, if possible, you should refuse them in such a way that they will have no reason to take offence.

A very bad practice is customary in many stores, of allowing the salespeople to inform customers that credit has been refused. Very many persons who may apply for credit are not posted on the exact manner in which they should make their applications, and, therefore, when they wish to buy goods they will simply say to the clerk, "I should like to have this charged." The clerk usually reports the matter to the office and receives the answer as to whether the goods may be charged or not.

The proper way to tell the people that their credit is refused, is to have them appear personally at the office and have the credit manager tell them privately and as courteously as possible that just at present the credit will not be agreeable. If this is done and the person is a reasonable one, nine times out of ten this will not give offence.

But the method of simply having clerks go back to the customers and tell them in the presence of other clerks, or possibly customers, that credit is refused, is one which will nearly always cause discontent and mortify the purchasers so much that they will feel a hesitancy in returning to the store to buy again, even for cash.

When a customer asks for credit it is always well to have the clerk state to her that she must make application to some person in authority, who will investigate the matter and give a decision. This person in authority, as I have stated before, after having made any investigation necessary, should either inform the person desiring credit, by letter or privately in person, with regard to the refusal.

It is also well for the credit manager to personally inform parties to whom he is willing to extend credit, because he can then give them some ideas as to just what extent he would like them to make charge purchases,

There are some persons to whom he might say that the store is always ready and willing to charge anything they may wish to buy, no matter to what amount the purchase might run. There are again others to whom you would be willing to extend a limited line of credit, but you would not care to have them make it very large. And there are again others whom it would be well to give to understand that, while the account is agreeable, you still expect them to see that it is settled promptly every month.

By your tone of voice and by the careful selection of your words, you can in all such cases impart the proper information to the prospective customer and cause her to fully understand your position, without giving offence, whereas, if written to, or word is sent by someone else, the information could not be imparted as pleasantly or effectively.

Telling Lies In Trade.

I quote the following commonsense talk from another trade journal; "Goods sold to stay sold and afford satisfaction to such an extent that the customer is quite certain to return to the same house for more," should be the ambition and motto of every salesman or saleswoman. One who always tells the truth will never be caught lying, but a customer who catches a salesman in one lie has a right to expect another, and always treats all commendatory arguments, on the goods he or she attempts to sell, with suspicion.

Business lies, some salesmen claim, are not to be answered by them; they excuse the practice by charging it to the firm, which is quite willing to make sales on the strength of overdrawn statements. It matters not what one's religion may be—that is controlled by dictation of conscience. It is not the religious end of man's life, but the business end, that is to be debated in this article.

Does it pay to tell "business lies?" That's the question. If content to serve a customer but once, prevarication might clinch the deal, but if expected to return again the next time he or she goes shopping, past experiences, must have proven profitable and satisfactory if the same house secures their patronage.

Very few people allow a dog to bite them twice in the same spot. Merchants and salespeople should not forget this fact. A business supported exclusively by transient customers is an expensive one to keep running. It has to be bought entirely at the price of printer's ink (which has become expensive) and fake schemes. To-day you see them, to-morrow you don't see them. Owning business is the result of pleasing customers; pleasing customers is earning their confidence. Confidence advertises: The public never forget the firm or salespersons who are abreast of the times and can be relied upon.

There is no necessity for the salesman who misrepresents making more sales than the one who calls cotton, cotton. A salesman must first labor to gain the confidence of the customer. Answer promptly and candidly all questions asked, if you know, if not, say so, but strive to know; give the benefit of your knowledge and experience if the customer

THOS BROPHY,
FRED L CAINS
AW D HOWELL



23 St. Helen Street,

Montreal, December, 1899.

DEAR SIR,—

We were among the earliest and heaviest buyers in the Canadian, American, English and French markets for Spring 1900.

A great many of our friends have already placed their Spring orders with us for Staples, such as Grey Cottons, White Cottons, Sheetings, Pillow Cottons, Tickings, Denims, Prints, Linings, Flannelettes, Fancy Duck and Piques; also for Men's, Women's and Children's Underwear, Hosiery, Gloves, Laces, Curtains, Umbrellas and Sunshades.

It has given us pleasure to be able to protect our friends in the face of rapidly advancing prices. We will continue to do so as far as possible.

We thank you for our pleasant business relations in the past, and for the orders placed with us for next Spring.

In addition to what you have already bought, we want your valued order, please, for Dress Goods, Silks, Satins, Velvets, Velveteens, Costume Cloths, Costume Tweeds, Trimmings, etc.

There is no perceptible advance in our Black, Fancy Black or Coloured Dress Goods. We placed "bulk orders" very early in the season, before the heavy advances in price took place.

We believe the collection of Novelties and "Every Day" Goods we have ranks first among the many handsome ranges we have shown from year to year.

Our representative will be with you in good time. Your commands will have our best attention.

Accept our sincere and best wishes for 1900. May it be a Happy and Prosperous Year with you.

Yours very truly,

BROPHY, CAINS & CO.

PROGRESSIVE STOREKEEPING—Continued.

is of a disposition to appreciate it ; otherwise, don't be too officious.

Facts teach this. If a customer is inclined to purchase a size too small or too large, carefully remark that you believe she has selected the wrong size, at the same time letting a side remark drop that it is not your purpose to dictate. Never make a size to suit if you haven't the size the customer desires. If goods have a damaged spot of imperfection, point it out to them. Nine times out of ten they will buy it at a small reduction and cherish it as a special bargain, when otherwise they would have returned it with an expression well seated in their minds that they had been victimized.

Can't Fool the Public.

Don't delude yourself by thinking that the public don't know what they are about.

They read your testimony in advertising columns, they try you by making a purchase, the verdict is, "go again" if satisfactory, "stay away" if misled.

It's an old axiom, "the public like to be humbugged," That was quite true in Barnum's business, but he did not attempt to do a dry goods business.

People want what they pay for, and if deprived of it by misrepresentation, the most natural thing for them to do is to withdraw their patronage from the firm or salesmen who practise it.

The largest houses in our great cities have earned the reputation which has made the magnitude of their business by keeping faith with the public. A behind-the-counter salesperson's capital is ambition and honor ; the public reward the latter while he exercises the former.

True and False Economy.

There is an old saying to the effect that if you watch the little things, the large ones will take care of themselves. This is true,

in a certain sense, and the most successful merchants are those who watch all the little points of business and take care that there are no mistakes made in those little points which are so easily overlooked. Still, there is such a thing as being very particular about the little points and overlooking others that are much more important. For instance, a firm may be very economical in the matter of light, and it pays to watch this expense, as a great deal of money is burned up unnecessarily ; but do not be so economical with your light as to make your store gloomy and uninviting. And the same way with your stationery : Do not be so economical with its quality as to give your house a poor appearance and to form a poor opinion of it in the minds of any persons who may have any correspondence or written dealings with you.

Use of a Private Office.

The head of every business house ought to have a private office. I know a great many business men who have no private place

where they can talk on private subjects either to their employes or to those outside with whom they may have business dealings.

There are very often a great many things which come up in business which you will wish to discuss in private, and then you will feel that it would pay you to have a private place where you could talk of the business in a business way, without being subject to interruptions.

The larger and more progressive houses have nearly all recognized this, and provide their managers and head business-

men with places for transacting private business. Even a small store can afford to have a desk somewhere in a private corner, where the manager can discuss business matters with those who may call upon him. If you have business with customers which you wish to keep confidential between you and them, it is not very pleasant to have to ask them to stand up, in the aisle or somewhere, and communicate their affairs where they are liable to be overheard by some of the employes.

Put Vigor Into Weakness.

Every business man should be on the watch for the neglected departments in his store.

Those departments which are doing well, of course, should be watched also, but it is money in the dry-goodsman's pocket to take particular interest in finding out the departments which are running behind, or which need stirring up and going at them with vim. You can afford to let the good departments which are pushing themselves do without your services for a short time, in order that you may give particular attention to the departments that are lacking vigor.

Being Up-to-Date.

Do not let any competitor get ahead of you in the matter of merchandise and styles, provided they are at all useful or likely to

sell well. Let your store be the first in the town to have the new season's goods on display ; be just a day or two ahead of your competitor in displaying early Spring goods or early Fall goods. It will not hurt you to carry a small quantity of early goods a little while before you need them, but it will be a big advertisement for people to know that you are first in the field with everything.

Don't wait until your competitors have tried all the new-style goods, or the new fashions that may come out, before you take hold of them. If there is any merit in novelties, be one of the first to handle them ; then, you get the profit and the reputation which is due to an enterprising merchant. If you wait until all the other stores have tried the goods and found them to be a success, then very likely their usefulness is worn out, and you will be the one who has to hold the stock when the goods go out of style and something else which is new takes their place. Thus, you will always be behind your competitors, when it is much more profitable to be in the lead.

VEILINGS.

Brophy, Cains & Co. say that during the past few weeks there has been a decided improvement in the demand for veilings. Fancy-meshed tuxedos, with closely-spaced chenille dots, also light-weight alencon nets, have been prominent among the good sellers. Spider-web effects and velvet-spotted designs are also being shown in an attractive range of patterns. Plain and spotted chiffon veilings have been very prominent during the past month. The range shown comprises all the newest and best lines. Many of the veilings which are now so popular are decorated with large velvet spots, widely separated. The use of the two veils continues to be popular. For such purposes, chiffon is most desirable, one filmy veil being of a high color, while the other is white. The effect is remarkably soft and fetching.

The store of Wins & Co., at Campbellford, Ont., is as prettily and nicely kept an establishment as one sees anywhere. A purchaser would be attracted by the look of the goods and the care and taste with which they are arranged. Mr. Wins has made a success of the cash system, which he adopted two years ago.

FOR

SPRING, 1900

Japan Habutai Silks
Fancy Blouse Silks
Japan Matting

K. ISHIKAWA & CO.

24 Wellington Street West,

MANUFACTURERS and
IMPORTERS,

- - TORONTO.

FOSTER & CLAY'S
Productions

Should be prominent in your
Wool Department.

Ask your wholesaler for FOSTER & CLAY'S

SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.

CABLE CORD and
SOFT KNITTING WORSTEDS

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 12 St. Nicholas Street, **Montreal**

M. Erb & Co.

BERLIN, ONT.

Manufacturers of

BUCK, MOCHA, KID

and every variety of

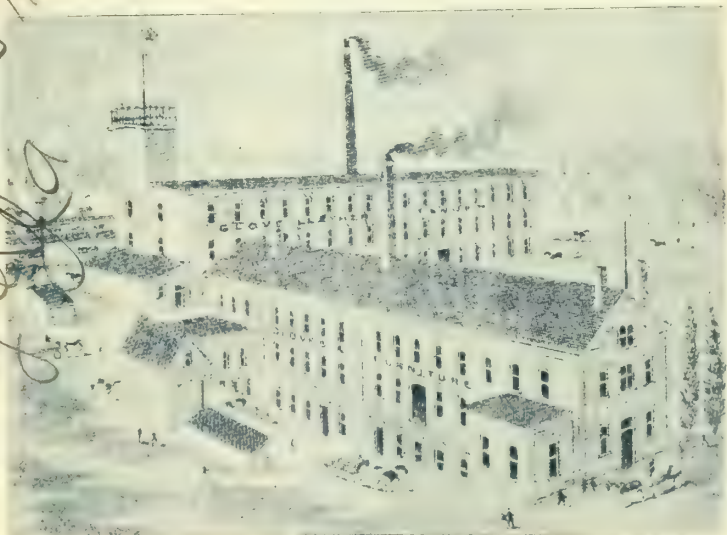
Gloves
and **Mitts**

suitable for Canadian trade.

Also Moccasins and Special Tan Waterproof Shoepacks.
Jobbers in Lumbermen's Socks and Wool Mitts, and the
old reliable house for

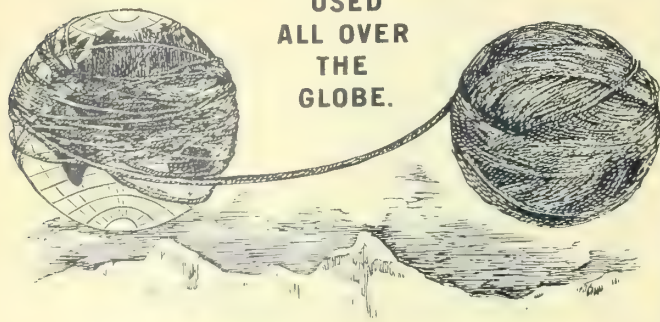
Upholstered Furniture and Mattresses

MAIL ORDERS PROMPTLY ATTENDED TO.



Returned for 3/1900
By L. J. A.

PATON'S ALLOA WOOLS



USED
ALL OVER
THE
GLOBE.

LONDON, 44 JEWIN ST., E.C.

MANCHESTER, 7 MOSLEY ST.

MELBOURNE, 187a FLINDER'S LANE.

WORKS: KILNCRAIGS FACTORY
ALLOA, SCOTLAND

AGENT FOR CANADA . . .

PHILIP DE GRUCHY

207 ST. JAMES STREET,

Who holds Stock.

MONTREAL

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

W. B. STEWART

27 Front Street West, TORONTO.



Staunton

WALL PAPERS

For Spring trade of 1900—

Every wide-awake dealer who wants
the widest assortment in newest styles,
designs and color effects—a particularly
good line of popular papers, to sell at
popular prices, at a good profit, must
see the "Staunton" line. We will send
you samples or have our traveller call—
which shall it be?

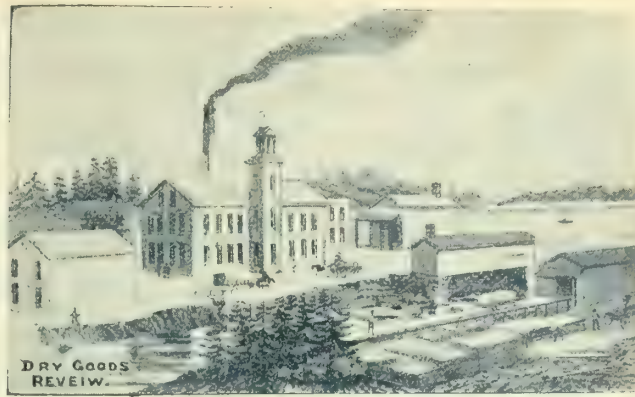
M. STAUNTON & CO., Manufacturers, TORONTO

HARRIS &

COMPANY

LIMITED

ROCKWOOD, - ONT.



Established
1867

Incorporated
1899



PURE WOOLEN GOODS

Since the founding of the business the aim of the firm has been to produce **good, honest, woolen goods**. In our well-known Overcoating Friezes we have sought to raise, rather than lower, the standard of quality. As in Friezes so in our other productions—"not how cheap, but how good" has been the goal.

For Spring 1900 we are making some choice effects in plain and fancy Homespun. These will prove profitable trade-winners to the merchant.

SOLE AGENTS,

E. J. DIGNUM & CO., 27 Melinda Street, Toronto.

LISTER & CO., "Limited"

MANNINGHAM
MILLS

BRADFORD, ENG.

Silk Velvets, black and colored, 17/18 in., 32 in.

Silk Velours, black, 32 in.

Silk Mirror Velvets, colored.

Silk Collar Velvets, 21 in.

Silk Millinery and Dress Plush.

Silk Fancy Embossed Velvets.

Silk Seals, Lisreine, Rainproofs, etc.

To be had of all leading Wholesale Dry Goods and Millinery Houses.

"Fancy Dry Goods"



It is a recognized fact that under this heading come the real **profit winners** of the Retail Dry Goods Trade. This being our **specialty** we make unquestionably the largest display of **Fancy Dry Goods** shown in Canada.

In Dress Goods we show the latest and most tasty collection obtainable in the world's markets. Our **Black Dress Goods** comprise fully double the range we have ever shown before, and we are receiving proportionately increased favors from our many friends in this line.

Blouses are a leading feature in our collection, and include only the newest styles and choicest designs of material.

In Cotton Fabrics we show attractive ranges of White and Fancy Piques, White and Fancy Muslins, Printed Organdies, White and Colored Swiss Muslins, etc., etc.

Belts—We carry in a most complete range of Leather, Kid, Web, Duck, Elastic Plain and Fancy, Sequin and Beaded.

Belt and Millinery Buckles in Jet, Metal, Brilliant and Fancy Jewelled.

Laces—We show in almost endless variety, in Edgings, Insertions and All-overs to match; also the latest novelties in **Lace Costumes, Robes and Flouncings.**

Embroideries, Swiss, Cambric and Schiffli, in Edgings, Insertions and All-overs.

Chiffons and Crepe de Chene, Plain, Brilliant and Fancy Embroidered, and Embroidered Chiffon All-overs.

Silks in Plain, Fancy and Taffetas, also Blouse effects of the most beautiful designs.

Hair Ornaments, Pins, Side and Back Combs and Hair Binders.

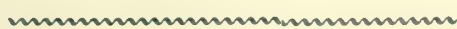
In Trimmings and Gimps we carry the largest and most varied line shown in this market.

A new feature in Trimmings for the coming season will be Black and Colored Dress Fringes, and Fringe and Lace Combinations.

Our Glove, Hosiery and Underwear department is more complete than ever, and we are offering values in **Hosiery** this season that will defy competition.

“ Letter Orders Solicited.”

THE LACE WAREHOUSE OF CANADA.



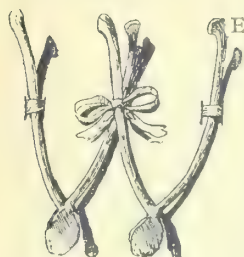
**KYLE, CHEESBROUGH
& CO.**

16 St. Helen Street,

 **MONTREAL.**

From the Shoe Trade to the Cabinet.

THE LIFE AND BUSINESS CAREER OF MR. JOSEPH CHAMBERLAIN.



WE have grown so accustomed to connecting Mr. Chamberlain with Birmingham, and Birmingham with Mr. Chamberlain, that it is rather surprising to find that Mr. Chamberlain does not come from the Midlands at all, but that he is in reality only a few hundred yards removed from a Cockney. When, not long ago, it was urged against a London Bill that

Londoners should decide for themselves how they were to be governed, Mr. Chamberlain was able to enlighten a good many people as to his nativity. "I am a Camberwell man," he exclaimed, with the natural pride of a man who claims relationship with an audience which is cheering him to the echo; and the next day Camberwell was besieged by paragraphists in search of a new political shrine.

It was at 3 Grove Hill Terrace, Camberwell, almost within sound of Bow Bells, that Mr. Chamberlain first saw the light, on July 8, 1836. He came of an ancestry of which he was proud to boast in his Radical days. "I boast a descent of which I am as proud as any baron may be of the title which he owes to the smile of a king," he exclaimed in a famous speech at Denbigh, "for I can claim descent from one of the 2,000 ejected ministers who, in the time of the Stuarts, left home and work and profit rather than accept the State-made creed which it was sought to force upon them." The worthy ancestor whose memory Mr. Chamberlain thus honored was a fellow-worker with Richard Baxter—Richard Sergeant by name, who began a faithful ministry at or near Kidderminster two years after the battle of Naseby. Mr. Chamberlain, however, was not born into the Church. His father conducted a shoe business in the city, which had been carried on under the same name and on the same spot for over 100 years. His mother was the daughter of a provision merchant, and Joseph was her firstborn, the eldest of a family of nine.

Camberwell was the scene of the boy's early schooldays, which were spent under the guidance of a Miss Pace, who lived at 122 Camberwell Grove, where she made a comfortable livelihood by teaching a few children the three R's. From the terrace to the Grove was only a step, and the boy whose future was to be greater and grander than anybody dreamed walked to the school regularly each morning and took his place on the forms with the other boys. What has become of them now? And what did the boy Chamberlain talk about when good Miss Pace's back was turned? These are questions we would give much to have answered, but our curiosity can never be satisfied. For Joseph Chamberlain left Camberwell when he was nine, after he had been at the school in the Grove just one year. His parents crossed over to Islington, where the boy went to another private school in Canonbury Square, kept by the Rev. Arthur Johnson, whose widow the Colonial Secretary recently visited. On leaving Mr. Johnson, young Chamberlain was sent to the London University School, which has the names of Mr. John Morley and the Speaker on its roll. He was at this school until he reached 16, when his education ceased. Mr. Chamberlain is one of the few great men of to-day who were never at a university, and his career is a striking rebuke to those who hold that genius is the monopoly of the universities. Mr. Chamberlain was only 18 when he began, as we should say if he had been a poor boy, to "earn his own

living." He entered his father's shoe business, in which he worked for two years. Then he went to Birmingham, and his real life commenced.

If Mr. Chamberlain is not a Birmingham man by birth, he belongs to the city in a much more real sense than if he had merely been born there. It is impossible to think of Birmingham without thinking at the same time of Mr. Chamberlain, who has completely reversed a familiar maxim about prophets and their own country. No man was ever more idolized in his own country than Mr. Chamberlain—unless, perhaps, it was Mr. Gladstone. Mr. Chamberlain might be Mayor of Birmingham for life—might almost hand the Mayoralty down to his children's children—if he chose.

But we are leaping ahead—Mr. Chamberlain's present is so fascinating that one is apt, in spite of oneself, to forget his past. If Mr. Chamberlain is the hero of Birmingham now, he was only one of thousands of unknown youths when he first set foot in the town in 1854. Leaving Islington and the shoe trade, he went to Birmingham to make screws. So remarkable was his grasp of business after two years with his father, that he was entrusted with the sole care of his father's interests in a Birmingham firm of screwmakers. For 20 years he worked hard in his way, and the reader will probably expect to be told that they were the dulllest 20 years of his life. Any remark suggesting that would be totally misleading. In these 20 years Mr. Chamberlain made his fortune, screwed it down fast with his own screws, and before he retired from the business, on his father's death, his name was as well known in the screw world as it is in the political world to-day.

The business was not prospering when the young man from London took it up on behalf of his father. It had been going the wrong way for several years. Mr. Chamberlain turned it around, and made the screw trade a royal road to fortune—for Nettlefold and Chamberlain. Stories have been told of this period which it is difficult to accept. In their efforts to make the business a success, it was said, the firm of which Mr. Chamberlain was the guiding spirit made use of methods which are more familiar to American than English commerce. It was stated that the small screw traders were deliberately ruined, and that they received threatening circulars. But there seems to have been no ground for such assertions. What is true is that under the new regime the screw-making firm at Birmingham secured a monopoly of the screw trade of the country. Securing the patents of certain screw-making machines, they were able to make screws much better and cheaper than their rivals; and so it came about that the small traders disappeared, and the great firm grew rich. Mr. Chamberlain made a huge fortune; and when his father died, in 1874, he was able to give up business altogether and devote himself to the welfare of the city in which he had made his wealth. "In 1874," he says, "I made up my mind that I must retire from business. Municipal life completely swallowed up my commercial life."

At that time Mr. Chamberlain had been a figure in local politics for five years. Though he had devoted himself with such zeal to business, he had not allowed commerce to swallow up his interest in the public affairs of Birmingham. He had become familiar with many departments of local life. At the Church of the Messiah he was a teacher in the Sunday-school, with four of his brothers; he taught for a time in the night school, and took part in the "Penny Reading" entertainments. He was president, too, of the Mutual Improvement Society in connection with his Sunday-school, and was altogether an active worker in many local causes of a religious and social character. Years before, he had begun his political career in a local debating society at Edgbaston, where he soon became a somewhat prominent figure. Not that he was a born orator—he is not the most eloquent of orators even now. As a youth, he would commit his speeches to memory or write them down. But it was inevitable that, in spite of this, Mr. Chamberlain should come to the front in such a gathering as

Use the "Derby Link," No. 2



Patented Nov. 28, 1898.
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
For Link and Plain Cuffs

Keep your trousers up with the
"Automatic" Bachelor Button



WRITE
TO YOUR
JOBBER.

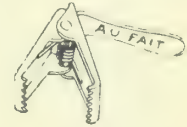
NO
NEEDLE
REQUIRED.

The New Automatic



U. S. Patent June 5, 1894. Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The J. V. Pilcher Mfg. Co., Sole Manufacturers,
LOUISVILLE, KY.

PUTNAM'S CLOTH CHART.

Will measure Piece Goods much more quickly than any other measuring machine in the market, and leave the pieces in the original roll as they came from the factory. It is five times as rapid as hand measurement, twice as rapid as winding machines, 50 per cent. more rapid than any other chart and three times as durable as the best of its competitors. Satisfaction guaranteed, or money refunded. Write for booklet "All About It." No exaggeration. Get one and try it.

A. E. PUTNAM, Mfr., Milan, Mich.

Canadian Sales Depot:

E. J. JOSELIN, 33 MELINDA STREET, TORONTO

Price, \$4.00 each.



The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows:

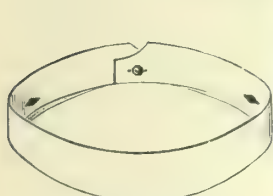
Absolutely No



Others Genuine

Positively waterproof.

When soiled simply wipe off with a damp cloth or sponge.



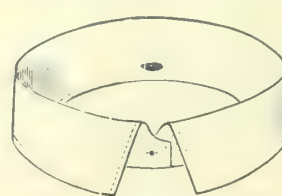
ROMAN



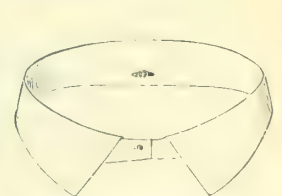
BERKELEY.



TITAN.

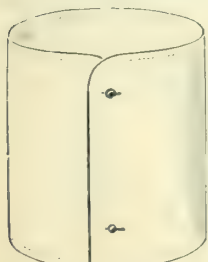


BICYCLE.

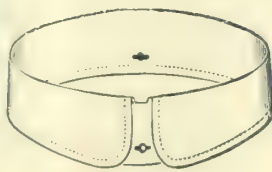


ROYAL

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.



EXCELSIOR.



SAVOY

CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



The Celluloid Company

FIFTH AVE.

that which met regularly at Edgbaston to settle the questions which were vexing statesmen. He was so obviously in earnest that his lack of style was forgotten, and he mastered his subject so thoroughly that by-and-bye he was able to throw aside his notes and trust entirely to the splendid fund of facts with which he had packed his brain. Young Mr. Chamberlain was frequently referred to in the paragraphs which appeared in the local newspapers in reference to the meetings of the debating society, and it is curious to note that at that time his political views leaned towards Toryism. It is not easy to believe, however, that Mr. Chamberlain was a Tory at 20, and it may be that, having been nursed in Toryism, the speeches at Edgbaston were made while the speaker was in the transition stage between the antiquated Toryism of that day and the Socialistic Radicalism which made him one of the most talked-of men in England a few years later. At any rate, Mr. Chamberlain was not too modest at 22 to pull Mr. Bright to pieces. A newspaper paragraph in December, 1858, tells us that "Mr. Joseph Chamberlain, in a lively clever speech, pointed out various inaccuracies in Mr. Bright's speeches"; and again, we are told that Mr. Chamberlain avowed in a vigorous speech that "so far from the aristocracy being responsible for all the wars, as Mr. Bright had asserted, every war since 1688 had been demanded by the people; he quoted Bacon, Cromwell, and Kossuth as to the necessity of always being prepared for war, as the world was a gigantic New Inkley"—"New Inkleys" being a Birmingham slum where bludgeons and anti-garrotters were very much required.

But, if there was any suggestion of Toryism in Mr. Chamberlain's politics at that time, it quickly disappeared—from the surface at any rate. The pendulum swung full length the other way. At 30 he was an out-and-out Republican. It was in 1869, when he was 33 years of age, that Mr. Chamberlain entered public life as a candidate for the Town Council. His genius was not yet fully recognized, for we read that he was adopted with considerable hesitation; but he was elected for St. Paul's Ward by a big majority, and from that moment his star was in the ascendant. He rose in public favor both on the council and off, and in 1873, four years after he had been hesitatingly adopted as a candidate, he was elected Mayor of Birmingham. So popular was he as Mayor that he was elected again and again, filling the chair for three successive years, and then only quitting it to take a still higher honor from the people.

It was in his first year of office that Mr. Chamberlain became for a time, perhaps, the most talked-of man in the provinces. He had already won a more than local fame by his action on the education question, which was at that time prominently before the nation, and he was chairman of the first Liberal School Board for Birmingham. But, it was as an avowed Republican that Mr. Chamberlain came to the front in 1874. The Prince and Princess of Wales were to visit the town, and everybody was asking what the Mayor would do. It was generally felt that "something would happen," and the possibility of "something" happening was contemplated not only locally, but in the press throughout the country. But Mr. Chamberlain accepted the principle that discretion was the better part of valor. In 1870, at a meeting called to sympathize with the new French Republic, he had declared that a republic was bound to come to England, and two years later he had represented the Birmingham Republican Club at a conference in St. James' Hall, London. It was natural, therefore, that a good deal of curiosity should be evinced as to what he would do and say when the Prince came to Birmingham. "I shall be ashamed of myself and the whole business," he wrote, in a private letter, and he added that the Prince would be "as popular as the Tichborne Claimant"! But Mr. Chamberlain must have disguised his feelings very well, for The Times the next day declared that it did not remember any speech made before Royalty which was couched in such a tone at once of courteous homage, manly independence, and gentlemanly feeling; and Punch, rising to the occasion, wrote:

Like a gentleman he has comported himself in this glare of the princely sun,
Has just said what he ought to have said, and done what he ought to have done;
Has put his red cap in his pocket and sat on his Fortnightly article,
And of Red Republican claws or teeth displayed not so much as a particle.

Punch's cartoon represented "Our Brummagem Lion" kneeling at the feet of the Princess of Wales.

The story of Mr. Chamberlain's career as a town councillor is practically the modern history of Birmingham. In six years—practically in three—he raised Birmingham from the position of a badly governed third-rate town to the position of one of the first towns in the kingdom. He was, to use an expressive phrase of the time, "not only Mayor, but town council too." The Birmingham of his town council days had a population of 180,000, and a rateable value of less than one-third what it is to-day. There were, to quote from one of Mr. Chamberlain's own speeches, no parks, no free libraries, no baths, no art gallery or art museum, no board schools, no school of art, no Midland Institute, no Mason College, no Corporation street. The streets were badly paved, imperfectly lighted, and only partially drained. The footwalks were worse than the streets. You had to proceed either in several inches of mud, or in favored localities you might go upon cobblestones on which it was a penance to walk. The gas and water belonged to private monopolies. Gas was about 5s. per 1,000 cubic feet; water was supplied on three days a week. On other days carts went around supplying water at 10s. the 1,000 gallons. The death rate was 30 in the 1,000. There where whole streets from which fever was never absent. Thousands of courts were not paved or drained, and were covered with pools of stagnant filth.

It was thus Mr. Chamberlain found Birmingham; he left it as we all know it to-day—one of the best governed towns in the world. In the three years in which he was Mayor, Mr. Chamberlain achieved four great reforms. The town bought up the gas-works, representing a capital of £2,200,000, and yielding the people £30,000 a year. The town purchased the waterworks, estimated now to be worth over £2,000,000, and reduced the water-rents by £25,000 a year. A draining union with surrounding towns was established, and a model sewage farm laid out at a cost of £400,000, which it costs £1,000 a week to work. And the council bought up the slums in the centre of the town, built Corporation street upon the site, and let it out in leases of 75 years. The improvement cost nearly £2,000,000; but, when the leases expire, in 50 years, Birmingham will be the richest borough in the world. It is a record of which any man might be proud. When, a few years after, Mr. Chamberlain was sneeringly described as a town councillor, he was able to say triumphantly to the people of Birmingham, "I will confess to you that I am so parochially-minded that I look with greater satisfaction to our annexation of the gas and of the water, to our scientific frontier in the improvement area, than I do to the results of that Imperial policy which has given us Cyprus and the Transvaal."

In 1876 Mr. Chamberlain left Birmingham to play his part in a wider sphere. The London papers already knew him as the Republican Mayor, and Mr. John Morley had gone down to Birmingham three years before to make his acquaintance; but there was much curiosity to hear him in the House of Commons. He made his maiden speech on August 4, 1876. It was upon Lord Sandon's Education Bill, a subject with which the new member was quite at home, and the speech was so well received that it formed the pivot of a leading article in the next morning's Times. Mr. Chamberlain's first motion in Parliament was in favor of the municipalization of the liquor traffic. He has made many motions since then, but it is unnecessary here to dwell on the rest of Mr. Chamberlain's life. It would, on the one hand, be too controversial for a paper which knows no politics, and, on the other hand, it could hardly be done without disturbing the pleasing impression of Mr. Chamberlain which this article has been written to create.

ARTHUR MEE.

THE NEW IDEA 10¢ PATTERN

Attractive

AND NOVEL DISPLAY METHODS

enhance the value of a Paper Pattern Department. Our Racks, Showcases and other mediums for the display of The New Idea 10c. Pattern are **unique**, and are designed with the object of combining

**ECONOMY OF VALUABLE SPACE,
AN ATTRACTIVE DISPLAY, and
CONVENIENCE OF HANDLING.**



DO YOU KNOW

that the **sales** of your Dress Goods, Linings, and Trimming Departments would be **enormously increased** by the sale of our pattern?

We assert that such is the fact. The proof lies in its popularity. The satisfied customer returns, and if you have other bargains buys them too.

**YOU OUGHT NOT TO BE WITHOUT
THIS SPLENDID ADVERTISEMENT.**



NEW YORK OFFICE: CHICAGO OFFICE:
636-638 Broadway. 232-234 Fifth Ave.

TORONTO OFFICE:
Comstock Bldg.,
75-77-79 Victoria Street.



Our Prosperity and Yours



Our five great departments are filled with the goods your customers will want in the Spring, 1900.

OUR LINES
ARE



1. Foreign and Domestic Staples,
2. Dress Goods and Tailors' Woollens,
3. Hosiery and Smallwares,
4. Men's Furnishings,
5. Carpets and Housefurnishings.

We have everything you ought to have and nothing you ought not to have.

Your prosperity depends upon excellence and moderate prices.

Our prosperity depends upon excellence and moderate prices also.

The fact that we have been very prosperous for twenty-one years should be the best kind of evidence that it will pay you to buy from us.

Our buyers are thoroughly competent. They have been to the world's greatest markets and bought enormous quantities of the goods that will be handled by all progressive dealers.

As proof of our prosperity, we want to call attention to the fact that we have just moved into our new building—one of the finest in all Canada, that contains our line of goods.

We want your Spring orders, because we know that it will be mutually profitable for you to give them to us.

Our travellers will call upon you soon. Kindly wait for them.

All mail orders receive careful and immediate attention.

Write to us to-day.

R. J. Whitla & Co., Winnipeg.

THE BERLIN SUSPENDER & BUTTON CO



BERLIN, ONT.

A DEFENCE OF DEPARTMENTAL STORES.

FROM A WOMAN'S STANDPOINT.

[We give space to this communication, not because we agree with it, but because it may contain hints for merchants who have to meet the competition of these stores and who will find it useful to know what lady shoppers want.—
ED. DRY GOODS REVIEW.]



NE hears so many disparaging things said about the departmental stores. Usually, these remarks are made by people whose interest it is to run down everything that is at all likely to interfere with their way of doing business; or from the prejudiced few; or the many

who talk for talking's sake, airing opinions at random.

But, ask the thrifty housewife who goes to shop to supply her household needs, not to kill time turning over counters of merchandise. She will tell you she prefers the well-conducted

family objects to some article—its color, size, or shape. She sends or takes it back, and explains that it does not suit. It can be exchanged for anything from roof to cellar, or the money refunded. It may be a paper of tacks, a pound of tea, or a silk gown. It does not signify. She is not satisfied. There is no fuss made. She gets civility. The article is exchanged, or the amount returned. She may belong to one of the wealthiest families or the humblest. She will receive the same fair treatment.

I want material for a dress, a suit, or covering for furniture. I go to the ordinary dry goods shop or the general store. I ask for samples. I am informed they don't give samples nor send them to city customers. I explain that they are for a member of my family, who, through illness, is unable to go out and select for herself. After losing valuable time interviewing heads of departments and one of the firm, I succeed in getting as a favor one, or, perhaps, two small samples. Then, I ask to have something sent on approval. Have I an account? No; I always pay cash. Then the goods can't go out on approbation. A friend who is with me mentions she is having her purchases charged, and to have what I want on approval sent in her name. And in this unbusinesslike manner two large webs of goods are sent to my house.

On another occasion I want samples. I go to the depart-



SCENE IN WESTERN ONTARIO.—ON SHOAL LAKE, LOOKING NORTH.

departmental store, whose business is run on a strictly cash basis. We will suppose she comes into the city from a suburb or an adjoining town or village. She has a long list of wants. She pays cash. Her time is limited. She goes to one of these maligned departmental stores. Under one roof she finds everything in quantities and qualities, of all grades, to select from. If she is an experienced buyer, she knows the value of what she buys. With a transfer card she goes to the different counters, and with each purchase receives a check in acknowledgment. When she has supplied her wants, she goes to the office and hands in her transfer card, pays for what she has bought, and is given a receipt. She can take her parcel, or it will be sent to whatever address she gives. Under this system a mistake is almost impossible. On opening her parcels, some purchase is not satisfactory, or a member of her

mental store, without having to explain family ailments, whether I live in the city or out of it. I am directed where to apply, and am given a large envelope of patterns in every conceivable color, texture, and quality of what I have asked for. I may want these samples to compare with goods elsewhere. Although competition is keen, the departmental store is not afraid of comparison. I also ask to have some dress goods sent on approval. This is refused, but I can pay for as few or many yards as I like, return it, and receive back the money.

I want my last Winter's hat retrimmed. I take it to the millinery-room of a dry goods shop. I am told more velvet will be necessary, but mine is a black which can't be matched. They will make me a new hat, using my feathers, ornaments, etc. I go away sighing, to return the following

ACETYLENE GAS LIGHTING

The "Happy Thought" Machine

Made on New Principles—

"Carbide to Water."

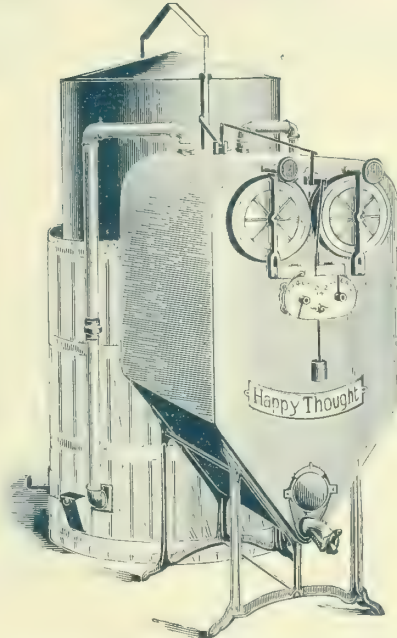
Satisfaction Guaranteed.

Investigate, and you will not
buy Machines made on the old
sprinkling system.

OUR MACHINE . .

has a *preference from*
the Fire Underwriters'
Association.

SEND FOR LIST.



Lockeport, Nova Scotia, Aug. 16, 1899.
The Guelph Acetylene Gas Generator Co.
Dear Sirs.—I have had your new machine set
up now for about one month. It is giving me first-
class satisfaction in every respect, giving me regular
service, and a clear, nice light. I am now lighting
with my 25-light Machine: Clothing Store, Grocery
Store, and Doctor's office over clothing store, and
with only ordinary attention we get excellent service.
I might say further that as long as I can get Acety-
lene Gas light, I would not go back to kerosene
lamps under any circumstances.

Yours truly,
INGRAM LOCKE.

Kingston, Aug. 10, 1899.
The Guelph Acetylene Gas Generator Co.
Dear Sirs.—The 40-light, No. 3 Machine, which is
running all night on Swift's dock, is giving splendid
satisfaction.

J. W. OLDFIN.

Ayr, Aug. 24, 1899.
The Guelph Acetylene Gas Generator Co.,
Guelph, Ont.

Dear Sirs.—After experimenting with several makes of
generators for Acetylene lighting. I am now satisfied that
your Generator does the work economically and is per-
fectly automatic, gives no trouble in over-generation, and
is simple in operation.

Yours truly,
JOHN GOLDIE,
President of Goldie Milling Co.

Bowmanville, Aug. 10, 1899.
Messrs. Guelph Acetylene Gas Generator Co.,
Guelph.

Gentlemen—The 300-light Machine purchased from
you for our factory is giving entire satisfaction, and is
proving very economical, as every particle of carbide is
dissolved, there is no waste whatever. It is easily
handled and clean, and is a great improvement on any-
thing we have ever seen. It gives a steady, soft light.
Our men say that it is 50 per cent. better than the old
gasoline gas that we formerly used, and there is no
smell from the burning of it, as there was from the old
gas.

Yours truly,
DOMINION ORGAN & PIANO CO.,
Limited.

Mimico, Aug. 24, 1899.
The Guelph Acetylene Gas Generator Co.,
Limited, Guelph.

Dear Sirs.—I have pleasure in stating that the Genera-
tor you put in for me early this year has proved to be
very satisfactory. The system adopted in the "Happy
Thought," of allowing a small quantity of carbide to come
in contact with a large body of water, instead of vice
versa, as under the old method, is a decided improve-
ment; the automatic feed arrangement and double
cylinder reduces the element of danger, with anything
like ordinary care, below that of coal oil lamps.

Yours truly,
W. H. ADAMSON,
of Western Assurance Co.

Mt. Albert, Aug. 11, 1899.
Guelph Acetylene Gas Generator Co.
Gents.—I feel satisfied that the improved Generator
you supplied me with for my gas plant, is the most com-
plete automatic arrangement on the market. I fill my
carbide holders and put them in position as directed in
the instructions, and go about my business, knowing that
the machine will do the rest. The machine you now send
out, I feel certain, has no superior on the market.

Yours truly,
WM. T. LLOYD,
Chemist and Druggist.

THE GUELPH ACETYLENE GAS CO., Limited, Guelph, Ont.

day and try on this work of art. Horrors! I dare not face
my critical family in such wild headgear, and can't induce the
not too polite saleswoman to make me another hat, a small
tamer edition. I refuse to take this hat, and am handed back
my feathers, four (I had given five), ornaments, now broken.
I mention these two facts, but the matter was considered too
trifling to have it inquired into. Taking my now dilapidated
hat and trimmings, I wend my weary way to the departmental
store. Here my battered crown and brim are straightened.
No suggestion of a new hat. A little additional velvet is
required; yes, they can match it. I am given a check of
acknowledgement. Each article is valued.

At a departmental store once I bought silk for a waist and
gave a small parcel of lace to be sent with it. When the
parcel was delivered the material was cambric and no lace,
I returned it, and was given an order for the same quantity
of silk and 70c., the amount I had paid elsewhere for the lace.

A friend gave a parcel to be done up with some things she
was buying in a fancy store. The parcel was never enclosed,
and, on making inquiry, she was politely told they knew
nothing about it. A lady, whose young nephew came to live
with her, bought a small bed for him at a departmental store.
The following day the child's own bed arrived from home by
express. She went and told this at the store, and they took
back their bed and returned the money.

No one was more prejudiced against departmental stores
than I once was. I designated them junk shops, but experience
has taught me differently. The people who don't pay cash can't
patronize the departmental stores I have reference to, conse-
quently they abuse them. And those who eagerly rush where-
ever they see or hear the word bargain so often injure the
trade of any respectable firm. They buy trash and pay for
trash. Further up the same counter is the genuine article at
a good value price, but the gaudy shoddy suits the bargain
worshipper, who later on exhibits her rubbish as a cheat she
got at such and such a departmental store, and her neighbor
agrees with her in condemning the trash and the place it was
bought at. One is not more liable to be cheated at a depart-
mental store than anywhere else. There are goods with the
manufacturer's name on them—patent medicines, canned
goods of the different brands. On all these things I can save
from 10 to 25 per cent., and am not above doing so.

The bookseller is indignant because a customer gets for
90c. at the departmental store the identical publication he is
asking \$1.20 for. If this is because the departmental store is
cash and the bookseller is credit, then I prefer to patronize the
former instead of assisting to pay the bad debts of my spend-
thrift neighbor. And when I can get satisfaction in a depart-
mental store, why waste time and strength walking the streets
from one shop to another?

MRS. BOFFIN.

.. *SPRING*

❖ 1900 ❖

*SUMMER.***S. GREENSHIELDS, SON & CO.**

Montreal, and Vancouver, B.C.

CANADIAN

LINING DEPARTMENT.

Largest and Most Up-to-date in Canada.

Fair Warning to the Trade:

Place your orders early and secure goods at present prices before further advances take place.

A Word to the Wise is Sufficient.

The enormous additions to the Works of the Montreal Cotton Co, Valleyfield, which have been in progress during the past year, are now about completed, the New Mills having been erected specially for the production of the highest class of Linings, not hitherto made in the Country.

We have secured a full range of these goods, samples of which are now being shown by our travellers.

This includes, besides all staple lines, the latest finishes in Silk and Mercerised Effects, embracing the following :

Colored and Fast Black

Satines,
Simla Silks,
Pongee Moire Antiques,
Tussah Moires,
Moire Percalines,
Silkalines,

Surahs,

Silesias,
Jeans,
Waist Linings,
Canvas,
Foulards,
Wigans,

Turkey Reds,

Organdies,
Victoria Lawn,
Swiss Checks,
Pocketings,
Italians.

Headquarters for Heavy Corded Duck Suitings and Drill Costume Cloths in white and colors.
Our stock is always kept fully assorted, and orders will receive prompt attention.

Samples are now in the hands of our THIRTY Travellers

1900



SPRING



1900

Canadian Prints.

LARGEST ASSORTMENT.

H. PRINTS, Fast Colors, 25 in.

No. 1. PRINTS, 26 in., Fast Colors.

Regattas, Checks, Plates,
Dark Fancies,
Aniline Fancies,
Blouse Style.

No. 2. PRINTS.

Regattas, Checks, Plates,
Pompadour and Aniline Fancies,
Light and Dark Fancies,
Mixtures and Solid Colors,
Quiltings.

HHH. HEAVY PRINT.

Regattas, Plates,
Dark Fancies and Mixtures.

HHH. HEAVY PRINT.

Aniline Fancies.

No. 3. PRINTS, A Staple Line.

Steel Grey, Chambray,
Blouse Styles, Fancy Checks.

C. PRINT.

Regattas, Blouse Styles,
Medium and Dark Fancies,
Aniline Fancies, Solid Colors.

INDIGO PRINTS.

N.B.—These are serviceable goods,
and fully guaranteed.

FANCY LINES :

Challie,

(Light and Dark Fancies.)

Corded Muslin,

N. N. Sateen,

(Fancy, Aniline, Indigo.)

A. Duck Costume,

Princess Piques,

A. A. Duck Costume, Indigo,

A. A. Duck Costume, Aniline,

C. Duck Costumes,

X. X. Skirtings,

Embossed Skirting,

H. Drill,

(Indigo, Aniline, Fancy.)

Ladas Tweed.

Heavy Moles.

Ex. Heavy Moles.

Salisbury Costumes.

Summer Suitings,

N. B. Costumes,

Twill Cretonne,

Ottoman Cretonne,

Oat Meal Cretonne,

Crash Suitings,

M. 2, Linenettes,

C. Linenettes,

Sleeve Linings.

**Largest Distributors
in the Dominion.**

S. Greenshields, Son & Co.

Montreal, and Vancouver, B.C.

LOOSE METHODS IN BUYING AND HOW TO AVOID THEM.

THE want of attention by buyers to the reception of their purchases has often been, in the mind of the writer, one of the extraordinary mistakes made in the trade.

Probably 90 per cent. of sales made by travelers is recorded by a copy of the order being left with the buyer. Of this, again, perhaps another 90 per cent. is pigeonholed or put away in a drawer, until, that getting too full, its contents are gone over, perhaps sorted, and the largest part thrown into the waste-basket. In the meantime, the goods have arrived, been marked off and put into stock, so the copy of the order goes with the lot into the waste-basket.

Smart buyers will keep the copies of orders before them, will add up approximately their purchase, and, when the invoice comes in, will carefully compare with the copy of order.

A buyer spends valuable time in the sample-room, valuable to both buyer and seller (and here, in parenthesis, it may be permitted to state to the majority of the buyers in this

value of the fabric as per invoice was entirely astray, one merchant receiving a low quality at a high price, the other the reverse.

Comparison of the invoice with the copy of order would have saved a lot of annoyance, assisted in straightening the mistake in time and saved money to the shipper.

Another merchant, in the Ottawa Valley, received two pieces of goods of different qualities; the shipping clerk in the invoice transposed the pieces by mistake. The merchant actually marked them as they were invoiced, and did not discover his mistake until the traveler, happening to see the selling price on the tickets, pointed it out.

A very important point well worth a merchant's care, is not to buy too heavily. By careful attention to the copy of his order he can see from day to day the amount of his buying and can stop when he has bought enough. This will be much more satisfactory to him and others, and does not necessitate him asking any firm to take back part of the shipment as he has too much, which is not only annoying, but making expense. Sometimes, a firm may refuse to have the goods returned, the result being that the buyer has an overstock, he is dissatisfied with the firm from whom he bought, and the task of the traveler is made difficult the next time he calls.

So keep your copies of orders near your hand; see that the invoice compares with the copy of order.

A. B. C.



No. 1890—FLITTER INGRAIN FRIEZE, "GLORY OF DIJON."
Manufactured by The Watson, Foster Co., Limited

country that they do not appreciate how valuable a traveler's time is, or they would be more prompt in their appointments; does this cap fit you?). He carefully makes his selection, but must have only a visionary idea of what he selected by the time the invoice arrives. He has seen so much that he must forget part. If his memory could grasp everything, he could save the cost of books in his office. The copy of his order insures to him the goods he bought—no substitutes, no extra lengths, no stuffing.

Recently a firm inadvertently made a mistake in two pieces of goods, one piece of value was sent to a merchant who bought a low-priced quality, and the low quality was sent to the buyer of the best. Both these merchants, one in Eastern Ontario, the other in Western Ontario, put the selling price on the invoices handed them to a boy to mark off the goods, and afterwards sold from the pieces themselves, not recognizing that they had not received what they bought, nor that the

A BEAUTIFUL INGRAIN FRIEZE.

The accompanying cut represents the leading frieze on the market this season both in point of beauty and popularity. It is manufactured by The Watson, Foster Co., Limited, and is called the "Glory of Dijon Roses." Gracefulness and richness of forms, elegance and originality of drawing, are among its chief qualities. These are the only features that can be illustrated in a cut, but the rich and cheerful colorings used in producing this frieze, and perfect accuracy of printing combine to make it a gem of art and one of the best specimens in natural floral effects that has ever been attempted in America.

Ingrain paper is now used very largely, and, with the beautiful combinations made to match the different shades, some very rich and warm decorating is obtained.

The Watson, Foster Co., Limited, report a very large increase in the sales of all their ingrain this season—they have a particularly strong choice of colorings and really artistic friezes and ceilings to match.

Oxford Woolen Mills

OXFORD, N. S.

Gold Medal at Toronto, '99

Ladies'
Costume
Cloths

Gold Medal at Toronto, '99

YOU are in touch with the styles, and know that the fashionable set were never so taken up with the homespun idea as at present. The coming Spring will witness an unparalleled demand for these satisfactory cloths for both ladies and gentlemen.

For over 30 years this class of goods has been a specialty with us. Nova Scotia wool makes them best.

We are in the market with newest and brightest ideas reproduced in Spring 1900 fabrics.

MADE ONLY AT OXFORD, N. S.

Oxford Manufacturing Co.,
... LIMITED

Wholesale in Toronto for
Ontario and West at
HUTCHISON, NISBET & AULD'S.



Gold Medal at Toronto, '99

Oxford Woolen Mills

OXFORD, NOVA SCOTIA.

Gentlemen's
Fashionable
Suitings

Gold Medal at Toronto, '99



LADIES' CLOTHS

ELLERY WHITE TARTAN

THE HUMORS OF STOREKEEPING.

An Idle Young Man's Experience on a Saturday
in a Far Western Store.



I WAS in the Northwest for the good of my health, and for the good of my health I used to spend a large part of the day sitting on the counter in the store eating candies and lemon peel. I say the store, because, although there was, as a matter of fact, another, it had only been started out of ill-natured opposition, and no person dealt there except when a little threatening was deemed expedient. As a rule, there was no objection to my keeping the counter from getting dusty; but, on Saturday, as the head clerk put it, he did not like "any unnecessary obstruction to his ocular vision." That day saw the transaction of more business than all the rest of the week put together.

Storekeeping there is much the same as in any other country district, only as Pat would say, it is more so. There are the various phases of the occupation familiar to every merchant, together with certain elements characteristic peculiarly of the West. The store is the centre of social life, and the headquarters for all the gossip of the neighborhood. The proprietor and his clerks have splendid opportunities to learn what one customer has to say of another, and, if they pass it on immediately to the individual in question, their premises sometimes become the stage for rather fiery enactments. Every "hoe down" is discussed at length, both before and after the event; and an incipient "match!"—well, suffice it to say that the women out there are not a whit behind their city sisters in making the most of the very farthest fetched suggestion of this most interesting piece of other people's business. The latest and most astonishing news of oneself and friends is always to be had at the store. The merchant being a prominent citizen is apt to combine in himself the offices of postmaster, school trustee, license commissioner, justice of the peace, and pillar of the church, and his establishment forms a convenient centre for carrying on business connected with these different duties. Probably 90 per cent. of the trade is done on credit, and the billheads may have a note to the effect that "interest is at 12 per cent. after three months." Cash is a very scarce quantity, and a man's limit is determined by the size and number of his wheat stacks.

At the place to which I have reference, store and post office were combined, and, as the mail came in on Saturday, that was a busy day. Though the train did not arrive until late in the evening, the store assumed an aspect of expectant bustle early in the day. During the forenoon, the teachers from the school districts within a radius of about 15 miles would drop in and compare notes on the doings and difficulties of the week. The student missionary, also, was likely to appear, in very unclerical garb, but with the air of one who was about to undertake very grave responsibilities on the morrow. "Well," someone would say to a half-grown-up girl, quite within hearing of the teacher, "how, do you like the teacher?" "Oh, fine!" with a simpering giggle, and a

glance in his direction, "but, my! he has the cross eye in his head!"

Window dressing or any other kind of dressing doesn't count for much in that country. Clerk and customer alike are in their shirt sleeves, except when it is too cold. The store is necessarily too full of every variety of goods to afford much chance for artistic display. Every available inch of room is utilized. No such waste as wide passages. Notices of all kinds—postal instructions, descriptions of estray animals, samples of noxious weeds, bills of coming entertainments, church notices, home-made (very home-made) advertisements of animals, fence poles or land "for sale"—hang amidst whips, millinery, boots, shawls and tinware in endless array.

The full force of the staff consisted of the proprietor and two assistants. The merchant himself was a tall, lanky individual, who always stopped between waiting on different customers to use the tobacco cutter and refill his pipe. He got through a lot of work, though he made haste slowly. His length of arm saved many a step. He just reached over the counter, and set the parcels of sugar and tea in the baskets on the floor. The next in command was a smart one, he was!—one of those fellows from the East you know that never walk when they can run. You always seemed to be standing or sitting exactly where he wished to get something. He never managed to get around you without excusing himself, and saying that it was fine growing weather, or inquiring after the well-being of that mysterious commodity "tricks." A very impressive habit of his was to slap things down hard on the counter: it was a kind of guarantee, as it were, that the article was good stuff. The young lad had but recently come to the store, and was undergoing the tribulation of first attempts at making up parcels. When requested to change a dollar, he always endeavored to be up to the mark, and asked whether the other would have silver. I don't know precisely what his idea was, seeing that coppers are not used in the West; and even if they were, I would fancy 100 of them would be rather an inconvenience than otherwise. He had a great admiration for the senior clerk, and strove to imitate his example in all ways possible. Consequently, he used to remark during the drought that "it was great growin'," and was apt to do some damage while performing, in worthy style, the flourishing feat of snapping the string with which goods were tied.

Old Mrs. S— was usually one of the first visitors in the morning. She was a well-known character, and, though she could neither read nor write, she prided herself very much upon her sagaciousness in business dealings. She was a Highland woman of considerable proportions—one of those people you would say was not lightly to be set aside. So her husband thought, anyway.

"And how much for my butter this morning?"

"A dollar forty, Mrs. S—."

"What's that you say? What are you paying these times, anyway?"

"Ten cents is our price at present."

"Ten cents! Do you think I am going to use good elbow-grease making butter for ten cents? I can get eleven across the road. Where's the boss?"

With this the proprietor is appealed to, but he is inexorable, says he is losing money on every pound of butter he buys. Really can't do better.

"Deed, yes! It would be terrible pity for you to lose your money. Just put my butter back in my wagon. We will see if Mr. McA— will lose some money."

Rather than lose a good customer, concession is made.

THE . . .
Maritime Wrapper Co.

Limited

Skirts
and
Suits

Just a Word....
AS USUAL, OUR

"Home Garments"

combine artistic designs and surprisingly novel effects, perfect fit and workmanship, at exceptionally low prices.

"Maritime"
Wrappers

J. H. PARKHILL
Ontario Agent
46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.

The Standard Cap Co.

14 and 16 FRONT ST., W.,

TORONTO.

Wholesale Manufacturers of All Kinds of.....

Cloth Hats and Caps

all the
LATEST NOVELTIES.

.....LETTER ORDERS ATTENDED TO PROMPTLY.

Society and Uniform Caps A SPECIALTY.

Samples sent on application.

Correspondence solicited.

ALL GOODS GUARANTEED.

"Principles are eternal"

A FUNDAMENTAL
BUSINESS PRINCIPLE:

"It is not what you
spend"

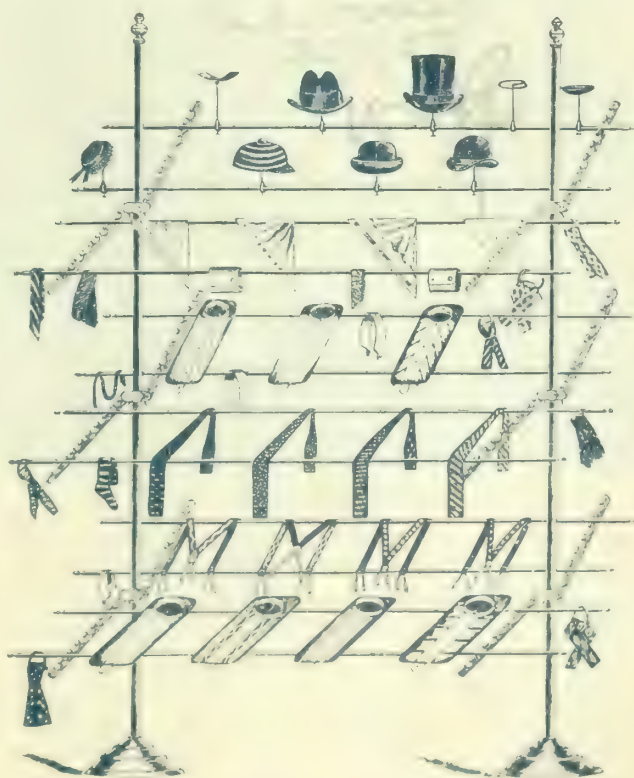
BUT...

"What you get for
what you spend"
That Counts.

THE BEST IS CHEAPEST
IN THE END.

Fixtures and
Wax Forms

for every purpose.



ALL SIZES KEPT IN STOCK.

3-TIER DOUBLE ARM FURNISHING GOODS DISPLAY FRAME.

All our fixtures have the standard marked off in inches and numbered. When the standard fixtures for the space are added it pays to buy from us. You get the benefit of our experience and our catalogue and prices.

4 Good Words:

Satisfaction
Experience
Economy
Honesty

THEIR DEFINITIONS
ARE INTERESTING:

SATISFACTION—Full gratification of need or want; contentment in possession and enjoyment; the result of honesty and economy. *Webster*

EXPERIENCE—Experience is the experience we experience when we experience an experience. *Goethe*

ECONOMY—Avoidance of waste; saving of outlay; judicious selection of worthy materials; the opposite of cheapness. *Webster*

HONESTY—The character of being just and honorable in business transactions; unwillingness to commit or countenance fraud or deception. *Webster*

TORONTO BRASS MFG. CO.,

91-95 Richmond St. W., Toronto.

HUMORS OF STOREKEEPING—Continued.

"Well, seeing it's you, Mrs. S——, we'll let it go at eleven; but, remember now, this is on the quiet. Nobody else gets that price."

"Oh, you men, you're a bad lot. What do you think? John Cummings offered three thousand dollars for my husband's farm. Likely, says I, likely; why, he refused fifteen hundred!"

Nevertheless, things are arranged on a satisfactory basis, and she spends the greater part of the morning buying for a large family.

About noon, in saunters a large, rather slovenly, but good-looking young fellow, habited in riding costume. He has had an early breakfast (for him), and has come in to see what is going on "in town." He is a "remittance man." Now, these remittance men are not always very good farmers, but they are exceedingly good customers. They buy a line of

forthcoming, he goes on: "Nothing but work all the time, and never a thing to show for it." Still no interruption is offered. "By jove, I wish we could have an almighty big civil war. That would kill off a lot of useless tools, and leave room for the rest of us." This is too much for Mrs. S——. "May be it would be the useless tools that would be left," she says, and, with this withering remark, she picks up the last of her goods and departs. Thus the conversation keeps dribbling along most of the afternoon between the remittance man and those who casually enter the store, with the merchant and his clerks for a kind of standing audience, who can keep the thread of argument as the theme is taken up by one new comer after another. At last he rises to go. "Oh! by the way, I have a letter to post; and, er — I want enough good carpet to cover that floor of mine."

"How much do you want?" inquires the clerk.

"How the deuce do I know? Give me the whole piece, it



NELSON—A BRITISH COLUMBIA TOWN.

goods which no one else in the country ever thinks of buying. Canned vegetables and preserves, honey, everything and anything up to hanging lamps, lace curtains and pianos. And these are for log shacks, sometimes most incongruously dirty. Such facts explain a leniency and obligingness on the part of the store, which might strike a stranger as curious. Apparently he has not come on business. In he walks behind the counter with the air of one who might be the sleeping partner in the firm, helps himself, with a nod to the proprietor, to a couple of packages of tobacco, asks for a match, and then takes possession of one of the chairs and proceeds to puff at his pipe. After five minutes or so he suddenly becomes seized of an idea, and ejaculates: "My word, but this is the damndest country!" He seems to expect an answer, but as none is

will do for the upstairs to my chicken-house when I get married. Got a stamp?"

He receives 5c. worth of stamps, and promptly sticks them all on a 2c. letter to England. "Infernal nuisance, this carrying around stamps."

After ordering, in an off-hand manner, a few other things to the value of about \$30, and helping himself to a handful of candies, he betakes him to the blacksmith's shop, there to spend the remainder of the afternoon. He is not really a bad fellow, and, after he has discovered that wheat doesn't grow of itself in the Northwest any more than anywhere else, he will get down to hard pan and make something of himself and his farm.

Towards evening, the store begins to fill up. The young

E. & S. CURRIE

Manufacture

and

Sell

Nothing But Neckties

and

Everything in Neckties.

CANADA AND AUSTRALIA

HUMORS OF STOREKEEPING—Continued.

men have gulped down an early tea so as to be in time for football, and their sisters have come too, in quest of certain nicknacks ; but chiefly to see and be seen, and to carry on a little flirtation with the store clerks and other young bloods about town. Girls are at a premium in Western towns, and can always count on a good deal of attention. By 8 o'clock the place is jammed. In vain do the three members of the staff try to make themselves ubiquitous. The head of the firm has now a half-burned cigar in his mouth. No time to cut tobacco. The busy head clerk is rushing about at such a pace that it is a wonder he does not heat an axle. He leaps over counters, and waves boxes, baskets and butter tubs above people's heads until one would think he was in a machinery hall. However, nobody is hurt. The young hopeful steps on corns and apologizes. He is not devoid of gallantry, and when a pretty girl, whom he is especially desirous of pleasing, makes a small purchase, he follows Joseph's example, and slips the coin back into the parcel. When the merchant comes and turns out the contents on suspicion of the truth, the lad feels more like another Old Testament character upon an occasion—decidedly down in the mouth.

In the front of the store, while the women mostly are doing the buying, the men are gathered into two or three knots where the two or three leading wits and argumentarians keep affairs from lagging. Everyone is smoking and the two lamps are but feeble purveyors of light. On the outskirts of each crowd a few Indians maintain a stolid and dignified silence, but evince a keen interest in all that is going on. Though they know no English, any reference to themselves is very quickly taken up, and, if they think they are forming the subject of conversation or remark, they shuffle off. Here Jim McCurdy is holding forth on the tariff question and freight rates, and dealing—in somewhat excited periods—trenchant blows of scathing scorn upon the existing duty on barbed wire, overcoming all opposition by the most conclusive argument of a stentorian voice and a complete obliviousness to all rules against reasoning in a circle. Here Charlie Fletcher is telling how his three horses had been struck by lightning while standing with their noses over the fence, and there they were in the morning, exactly in the same position, dead. Talking about lightning reminds one of his hearers how, in the early days, when the Winters were cold, the flame of the lamp used to freeze, and they had to break it off or pour hot water on it. In those days the cow gave ice cream. Such frivolous stories cause righteous indignation on the part of Charlie, who sees in them an insinuation against his veracity. For a few moments the barometer stands at very dry.

At the back of the store clothing, boots, and hats are being tried on, the only requisite for the latter being that they should stay on one's head.

The Indian women always prefer to do their shopping apart from the crowd, if possible, and will wait hour after hour, rather than elbow their way to the counter. For them the most startling and impossible array of goods is set forth. Plaids that would be an inspiration to a Highlander, and flower gardens to astonish a botanist bring smiles of complacency to the swarthy faces. An indispensable adjunct to their purchases is some small present in the shape of a handful of tobacco, or some unsalable raisins, dried apples, or the like.

The standing joke after 10 o'clock used to be an imitation outside the door of the train whistle. This never failed to make a stir, as everyone was anxiously awaiting the mail.

After half a dozen rouges of this kind, the welcome sound of the engine bell would be heard, and presently in came the officious tinsmith, who had a salary of 25c. a week, for carrying the bags. Nobody minded his knocking everything about him, as he tried to drag about 14 bags of mail after him, their only thought being to get their letters and hie away home. A little after midnight the shutters are put up for Sunday, things are set to rights and, after the hotelkeeper's wife, who has run in for a pound of tea and a can of salmon, has been waited upon, the store door is locked, and a good day's work is ended.

J. S. MACDONNELL.

CRAVENETTE FOR MEN'S WEAR.

To be modish nowadays, says a New York fashion authority, it is absolutely essential that you possess a rain coat. It may be fashioned for riding, driving, wheeling, golfing, walking, and everyday use, and all the women of fashion—indeed, all the world, both men and women—are ordering rain coats or capes at their tailors. It is not a mackintosh to which I refer, but a garment fashioned of that delightful West of England cloth called cravenette, which is rainproof and dustproof. There is no rubber used in its manufacture, consequently there is no disagreeable odor, and it allows free circulation of air. One of the chief beauties of garments fashioned of cravenette is that there is nothing in their appearance to indicate that they are rainproof. They resemble unproofed cloths, and are quite as suitable for smart street wraps, and gowns and overcoats as for rainy-day wear ; indeed, they can be worn on all occasions and in all climates, and come in colors as well as in black. For riding habits, or a "sporty" raglan, to wear to and from the mount, the material seems to be quite the fad at present. Women have been using cravenettes for several years, but it is only recently that the cloth has been made in heavy weights for men's wear. I am certain that any man to whom this may happen to be news will thank me for the hint. He can be assured that he is going to see plenty of overcoats, or "rain coats," to use the smart term ; and they are quite as stylish and handsome for everyday wear, which I have mentioned before, as they are serviceable in stormy weather. For a driving or a paddock coat, they are the garment, par excellence, giving warmth without overheating.

THE FAMILY TARTAN OF LORD MINTO.

Attention is called by Hutchison, Nisbet & Auld to their advertisement in this month's issue. The design is an exact reproduction of the Elliott plaid, the family tartan of Lord Minto. This design was made especially for their ladies' cloth department, and is one of many handsome tartans forming part of their stock. Oxford homespuns, so justly popular this season, are bound to find great favor during the coming season, and this firm, as selling agents for these goods, will carry a full stock. The universal popularity of tweeds for ladies' wear is the result of the desire for serviceable as well as fashionable goods, and Hutchison Nisbet & Auld claim a preeminence in these lines, which they purpose to maintain. Their arrangements for Spring include a variety of styles from the great fashion centres of the world, as well as exclusive novelties from the best designers who make a special study of correct color effects. The plain cloth section of this house is already well known for completeness in color and quality, and needs no further comment.



The
Campbell
Shoe
Co.,
Quebec,
Que.



If You Buy
**Boots and
Shoes**

with the intention of paying for them, you must buy them right as to

**QUALITY
AND PRICE**

so as to meet the keen competition of the **New Century.**

Our Goods are **right** as to **quality**, and we have exceptional advantages to offer you in prices, of which we will convince you when our traveller calls. **If** he does not reach you in time, we will be glad to hear from you with a trial order, which will have our personal attention.

Perrin Frères & Cie.

The Glove House of Canada.

Perrin's Gloves

ARE THE BEST.



Perrin's Gloves

ARE THE BEST.

QUALITY GUARANTEED.

Our travellers are now on the road with a full range of Samples of Lined Gloves and Mitts of Domestic as well as Foreign Manufacture, for next Fall. Do not place any of your orders until you can see our Samples.

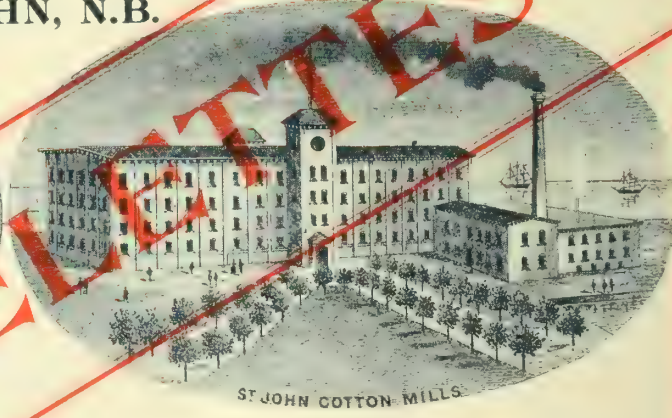
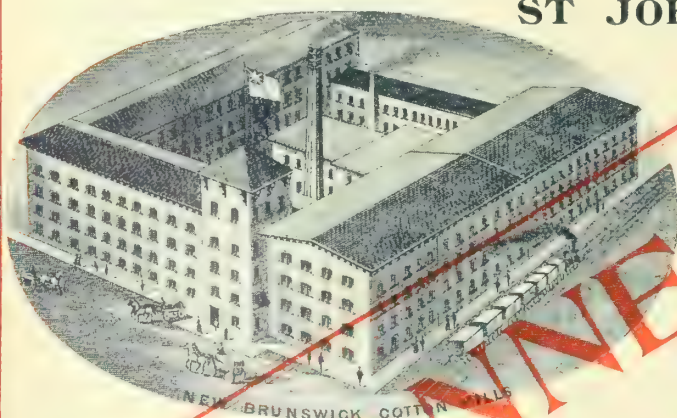
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7 Victoria Square,

MONTREAL.

W.M. PARKS & SON, Limited

ST JOHN, N.B.



Cotton Spinners, Bleachers, Dyers and Manufacturers

Flannelettes, Fannelette Sheetings, Domets, Saxons, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

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ST. JOHN COTTON MILLS

—ST. JOHN, N.B.

1900

NEW

YEAR

GREETINGS

AT

THE OLD STAND

ESTABLISHED

1849

OUR

NEW

HALF-CENTURY

1900

NEW

YEAR

GREETINGS

AT

John Macdonald & Co.

Wellington and    - - Toronto.
Front Streets East

ESTABLISHED

1849

OUR

NEW

HALF-CENTURY

1900

NEW

YEAR

GREETINGS



21 to 27 Wellington St.

TO THE TRADE

Happiness
Prosperity

IN THE FUTURE.



30 to 36 Front St.

John Macdonald & Co.

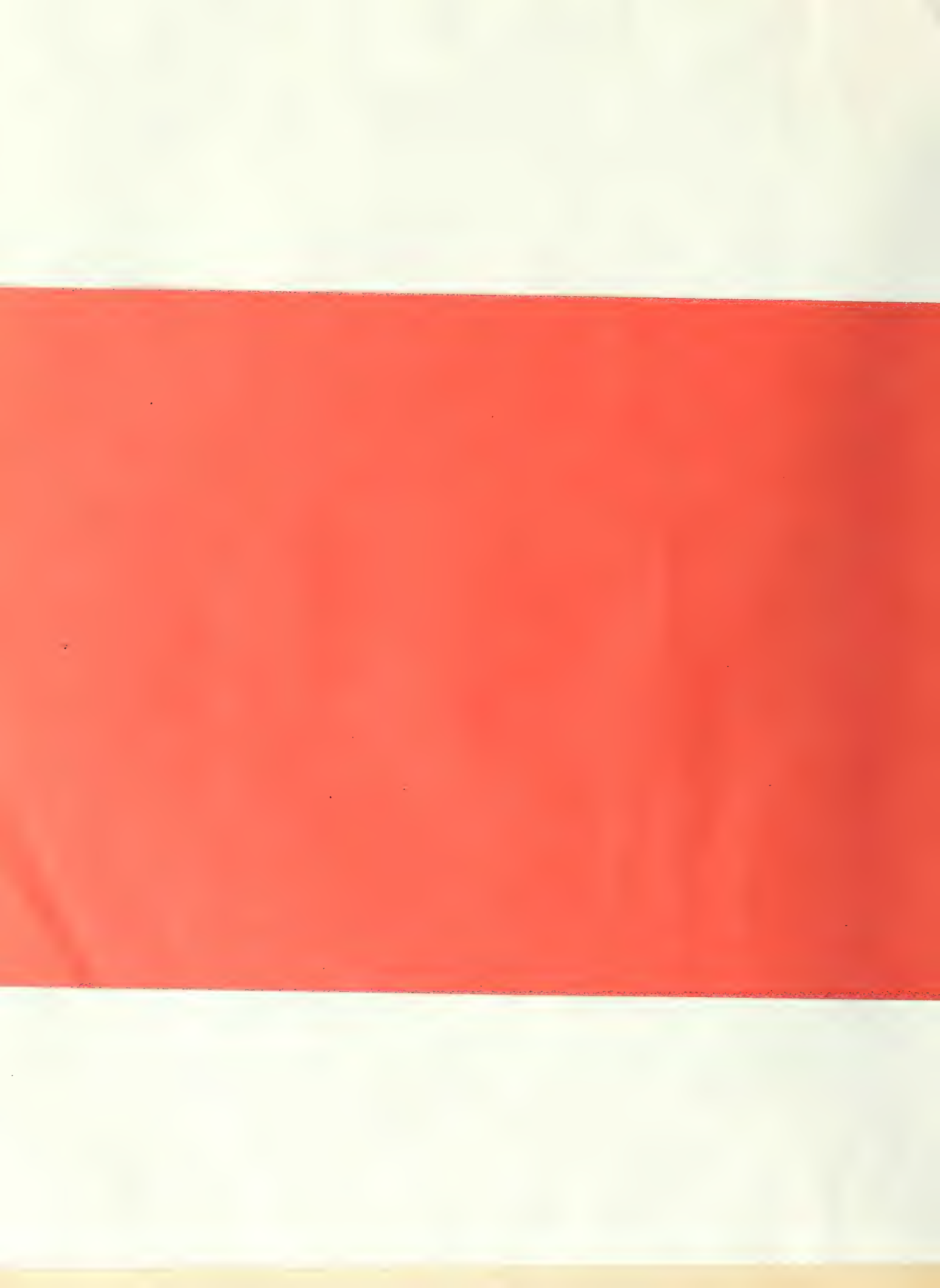
ESTABLISHED

1849

OUR

NEW

HALF-CENTURY



1900

NEW

YEAR

1849

September 27th we commenced business in the City of Toronto. Since then there have been many changes in the trade—monopolies suggested, combinations made, corporations formed, limited liability companies entered into, failures many and successes few. Success is the only one of the six that we have allowed to enter into our business, and, as “nothing succeeds like success,” we have decided for the next fifty years to continue succeeding. This we can only do by the liberal confidence and support of the trade, which we hope will be continued. Nothing that we can do will be left undone to merit a share of commercial prosperity. Square transactions, right values, liberal terms, courteous and prompt attention to customers and correspondence.

* John Macdonald & Co.

OUR

NEW

HALF-CENTURY

1900

NEW

New Departures. New Goods.
New Customers.

No longer middlemen, as we now have goods manufactured under our own brands. The advantage this is to our customers will at once be seen. The old way of buying is to buy what manufacturers have to sell. The new way is our way. It secures better value, and our customers are assured that goods bought from us, with registered brands, cannot be bought elsewhere.

Old goods have no place in our warehouses. Lines that show any slowness are made to move quickly; thus ever keeping our stocks new, fresh and clean.

We are constantly adding to our many customers throughout every Province new ones, and we hope as the years roll by their business will increase as the business of our older ones is increasing.

John Macdonald & Co.

NEW

HALF-CENTURY

1900

We enter this New Year with the best selected stock in our history.
Any goods with these brands are a guarantee of their superior value.

REGISTERED



Crescent Brand

Black Dress Goods, including every fashionable texture. Every yard carries a guarantee. Manufactured from the best material. The dyes are the purest—the finish unsurpassed.

Seabelle Brand

Every yard guaranteed to stand sun and sea water. Absolutely the best costume serge on the market.

Colored Dress Goods

All the colors, patterns and textures desirable. Silk and Wool Novelties of French, German and English manufacture, in great variety.

Silks and Velvets

Black and colored, plain and fancy, in Peau-de-Soie, Mervielleux, Taffetas and Liberty Satins. Velveteens, black and colored,

Imperial Brand

Blairgowrie Brand
Abergeldie Brand
Shamrock Brand
Victoria Brand
in 54-in. Tweed Suitings.

Minto Brand
Beach Brand
Hickory Brand
Killarney Brand
Blarney Brand
in Linens.

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Special Brands in Carpets,
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Haberdashery, Hosiery
and Gloves.

Sole Selling Agents in Toronto for Belwarp
Worstedes and Serges, and Crum's Prints.

Filling Letter Orders a Specialty.

John Macdonald & Co.
Wellington and Front Streets **Toronto.**

HALF-CENTURY

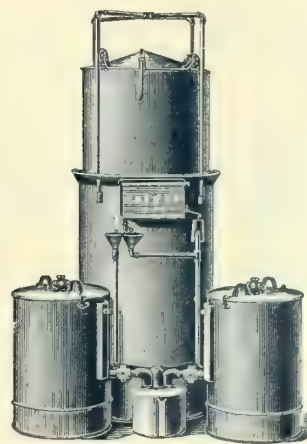
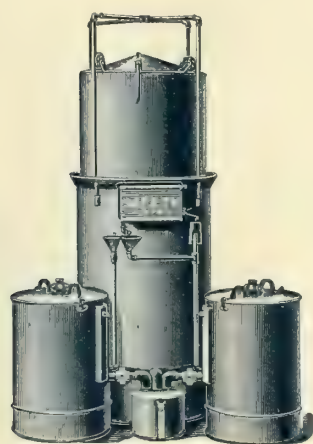
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... when made by the ...

“SAFETY”

is just right.

Accidents have **not** occurred to any of them.



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THE SAFETY LIGHT and HEAT CO.

Dundas, Ont.

We recommend The “Durable,” all metallic, unbreakable burner, it can be lowered without carbonizing.

THE S·H·&M· TRADE MARK

represents all that is **BEST** in a Skirt Binding. In Bias Velveteen stamped or labeled "S. H. & M.," you are enabled to offer your customer bindings which are made from material woven expressly for the purpose, which is evenly cut and smoothly joined; in short,

THE . . .

Best Product of a concern engaged in manufacturing Skirt Bindings exclusively.

For perfection of material and workmanship, longest wear and handsomest finish to the skirt edge, the S. H. & M. Bindings have never been equalled.

We carry the following lines in stock at our Toronto warehouse:



S.H. & M. REDFERN Bias Corded Velvet, 1 3/4-in. wide.



S.H. & M. BELLE Plain Velveteen 1 3/4-in. wide.



S.H. & M. PRIDE Plain Velveteen 1 1/4-in. wide.



S.H. & M. WATERPROOF CORD EDGE.

The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H. & M. Skirt Bindings

Manchester, Eng.

24 FRONT ST. WEST, *Toronto, Ont.*



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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, JANUARY, 1900.

THE SPRING NUMBER.

TO the readers of THE DRY GOODS REVIEW, at the beginning of another year, we extend our good wishes and felicitations. The present issue, the Spring Number, contains a number of special articles written on purpose for this publication, and also a great deal of business information of direct concern to the trade.

It is intended, during 1900, to increase the value of the paper to its readers in various ways. The departments devoted to special branches of the dry goods trade will be enlarged and improved ; the subject of window dressing will receive even greater attention than it has in the past ; a series of articles on office management and the finances of a retail business is projected, and the aim will be to give the latest and most trustworthy information regarding prices and styles in dry goods suited to the Canadian market.

Suggestions and queries from readers will always be welcomed, and, if any retailer thinks there are particulars in which he would like to see the paper improved, the editor will be glad to hear from him. Neither in business nor in trade-journal publishing does one man know it all.

THE CASH SYSTEM.

From many quarters come reports that the cash system is working well. A period of good times is convenient for starting the cash system. When times are hard, and the merchant's best customers are short of ready cash, it is difficult to

enforce the system. But, during a season of good trade, sales for cash ought to be easy. A big wholesale house informed us lately that one half their customers took their cash discounts. This lessens the profit to the wholesalers, and compels them to buy for cash themselves, and often to order large quantities in advance. This may be hard on the wholesaler, but it is in the interest of the retailer. We see, therefore, no reason to regret the extension of the cash system in the retail trade. It is the safest and best way of conducting a retail business.

REPORTS OF MANUFACTURING COMBINATIONS.

THE reports of combinations in the Canadian woollen trade differ from similar combinations in other countries in this respect : that there is no chance of their advancing prices too much at the expense of the public or the retail merchant. The reported amalgamation under one management of the knitted goods mills would, if carried out, doubtless be directed to making all the mills pay and to abolishing some of the absurd competition which has been going on for some time. We make very fine knitted goods in Canada, and we are not getting the profit on them we ought to get.

Then, the report that some of the leading Ontario woollen mills will also be united under one management is another evidence that manufacturers are growing tired of manufacturing at a very narrow margin of profit. There is an enormous amount of woollen machinery in this country, and prices can never be on a steady basis while the excessive competition prevails.

No doubt, these combinations would tend to lessen expense and give the mills concerned a better chance. But that the market could be worked unduly by this combination is, of course, too absurd to consider seriously.

We have never heard complaint that prices of domestic woollens were too high, and that the tariff was used to advance prices unduly. The complaint has always been the other way ; that Canadian woollens were very cheap, and that a natural rise in the market was seldom taken advantage of.

THE TRADE PAPER.

IT is not always necessary, in crossing a river, to use the ferry or the bridge : you can swim over. But is it worth while ?

In arguing with a man, you can vanquish him by other means than greater skill and truth in argument : he can be knocked down with the fist. But is it the wisest way ?

So, in conducting a business, a merchant can get along without a trade paper. But he will lose or miss the cost of that paper a dozen times during the year. The trade paper, like the fast boat, the railway express train, the telephone, the electric car, is a modern expedient for rendering easier what you have to do. No wise merchant dreams of walking or driving 60 miles on business if he can take a train. So, our experience is that the trade paper goes to the most wideawake merchants, and that they appreciate it.

DIFFICULTIES OF A RISING MARKET.

WE learn from the agents of woollen mills in the United States that these mills will not show new heavy cotton fancies, nor will they name prices until the first week in January. This is unprecedented, and is owing to the extraordinary state of the wool advances. Some domestic buyers think that only all-wool goods should be subject to these conditions. In this they overlook the fact that, even if goods are all shoddy or cotton, the advance is still very heavy, all shoddies being up 25 to 30 per cent., and the cotton the same. As an example, Peruvian cotton which was a few months ago at 11½c. is now 14 to 15c.

Soap, oil, tallow, starch; in fact, everything entering into the composition of goods is up—this is with the exception of alizarine and aniline dyes. Even the boards upon which goods are wrapped are not exempt from the rise in prices, but are up 60 per cent. The boxes in which stuff is packed, owing to advances in lumber, are also up some 20 to 25 per cent.

There seems to be no word of anything else but rises, rises, in every direction. Advices from Egypt say that the Government have ordered the planters there only to plant two thirds acreage in Egyptian cotton this season, on account of the want of water for irrigation purposes. The Nile seems to be on strike, and it is even less amenable to reason than human organizations. As the market for English yarn in England has already advanced 25 to 35 per cent., it is hard to estimate what the price may be in three months. The manufacturing interests contend that the retail trade have hitherto paid very little advance on cotton goods made from fine yarn, but that they may have to before long.

Agents for British and Continental houses are experiencing difficulty in filling orders. Ordinarily, three or four days, at least, can be counted on for a stable price, but instances are occurring where the order has been cabled and the answer returned is to the effect that the said goods are advanced since last notification. Such a condition of affairs puts the agents in an awkward position. They have to go to the trade, and, when taking an order and being asked what their price is, have to reply that they don't know. It is not to be wondered at that the answer is unsatisfactory to the buyer; but there is, for the moment, no way out of the difficulty, and it is really the plainest manner of stating the case. The only other alternative is for the customer to buy at a stipulated price, with the liability of having to pay an advance. In cases where merchants are far from the centre, and the telegraph has to be called into requisition, some delay is often the cause of having to pay a higher price than expected. Merchants cannot, of course, always place their entire order at the beginning, but there is a tendency in some quarters to do buying by very small detachments, as it were, and one instance is to hand in which a loss of nearly \$4,000 was the result: In August, the agent solicited an order, and the customer put in one for about one-quarter of the amount he said he would want. After a month or so, he said he thought he would get some more, and

had to pay an advance on the same. Subsequently, he bought two more orders, with the result above mentioned.

THE LIMITS OF COMBINATION.

M. R. PAUL GALIBERT, glove manufacturer, Montreal, had been suffering for several months past from the desertion of his apprentices, when he secured information to the effect that a man named Adrien Chasselet, who had been formerly a foreman in his employ, was the cause of this wholesale desertion. He took three actions against him for instigating apprentices to desert the service, and the accused, upon evidence, was found guilty and sentenced to a fine of \$10 and costs or two months' imprisonment.

There is a satisfaction in seeing justice dealt out in such cases. As has been said: "Labor unions are in harmony with evolution, and are potentially good for the business community. It is of decided advantage to an employer to know that his competitor cannot hire help for less money or for longer hours than he can himself, and the mutually helpful cooperation of the union men is an evidence of higher civilization. But, when unions step outside their province and attempt to take into their own hands all the management of employers' business, except raising the money to pay the wages, then they have got to be shoved back into their own bounds for their own good, as well as for the protection of the community." Trusts and combines which tend to stifle competition, limit production and determine the prices of products used and consumed by the people are certainly great evils, but they are no greater than the tyranny of a class whose ignorance gives no guarantee for the keeping of any sort of reasonable bounds. Their newly-acquired power leads them to excesses which, in threatening the public welfare, serve to alienate sentiment and sympathy which would otherwise be on their side.

ADVANCES IN SMALLWARES.

Smallwares are showing about as great an upward tendency as anything else in the dry goods business. Ribbons, which advanced 5 per cent. about three months ago, show an advance this month of 7½ per cent. Cashmere hose have advanced fully 25 per cent. in the last three months, owing to the difficulty manufacturers have experienced in getting yarn to fill their orders. These manufacturers have withdrawn their quotations, and now orders are subject to the ruling price in England at the time the order is received in that country. In German cotton hosiery, an advance of 15 per cent. has been made on all lines, with deliveries away on in the future. The Canadian mills have also put up their prices 10 per cent. on all cotton hosiery and knitted underwear. Pins are 10 per cent. higher than a year ago. Curling irons have advanced 20 per cent. Spool cotton has risen from \$4.20 to \$4.50. Linen thread is 7½ per cent. dearer. Silk gloves are 15 to 25 per cent. higher. Elastics have gone up 12½ per cent. Hooks and eyes, thimbles, safety-pins, crochet and knitting needles, pearl buttons and many other articles included as smallwares have shown advances, more or less, this Fall.

ARE WE OVER-IMPORTING?

THOSE who are curious to observe the present tendencies in the importing of dry goods will be able to examine approximately the results of the last three months. The table which we append has been made up, with some care, from the official returns, and indicates the state of trade during the last three months of 1899 compared with the last three months of the year before. Taking dry goods alone, therefore (because we are not concerned with other classes of goods), we find that the total imports during the three months have been over \$500,000 more than during the same period in 1898.

It will be observed that the increase is chiefly in cottons, linens, furs, hats and caps, and silks. The woollen imports do not show quite so marked an increase, excepting in one item. Evidently the Canadian demand for goods must be considerably greater when so marked an increase in imports as this takes place. There is, evidently, also lots of demand for imported goods, and, as we know our Canadian factories are as busy as they can be, it will be seen how much expansion has taken place in the home trade. It may be thought by some that we are over-importing; but, from the increase in population and the general disposition to buy more freely, we do not think, so far, any danger has been incurred. We hear that importing firms have purchased very largely for Spring, owing to the rising markets, and that, soon after January 1, the imports will show great increases. The following are the figures:

	Last 3 months of 1899.	Last 3 months of 1898.
1. Cottons, white and grey	\$114,000	\$130,000
2. " dyed, colored, etc.....	579,000	495,000
3. " clothing	84,000	76,000
4. " thread, yarn, warp, etc.....	102,000	82,000
5. " thread on spools.....	48,000	73,000
6. " other manufactures	213,000	165,000
7. Fancy goods, braids, fringes, etc.....	112,000	99,000
8. " laces, collars, netting, etc.....	120,000	96,000
9. " all other.....	199,000	129,000
10. Flax manufactures.....	354,000	308,000
11. Furs, manufactured.....	134,000	125,000
12. Hats and caps, silk or felt.....	164,000	140,000
13. " all others.....	52,000	53,000
14. Silk manufactures.....	821,000	614,000
15. Woollens, carpets (all kinds).....	174,000	173,000
16. " clothing	432,000	259,000
17. " cloth, worsteds, etc.....	453,000	443,000
18. " dress goods.....	540,000	403,000
19. " knitted goods.....	119,000	114,000
20. " shawls	15,000	14,000
21. " yarn	94,000	53,000
22. " all other	148,000	157,000
Total for three months	\$5,071,000	\$4,201,000

CONTINGENT CLOTHING CONTRACTS.

Government contracts are proverbial sources of dissatisfaction, and the contracts for the manufacture of the clothing for the Canadian contingents, first and second, are no exceptions to the rule. In all fairness to the Government, it must be said that some of their contracts were given to men who are, openly and actively, opponents. Nevertheless, it is peculiar that one of the largest firms in the country should have been passed over in both instances.

It is stated that a Montreal house had tendered 49c. cheaper than the firm who received one of the contracts in the former instance. Yet, on the second occasion, they are given the go by, and the same firm again receive a large contract. The ostensible reason for the granting of the above contracts to such a firm in preference to some others is said to be a wish to prevent the sweating system by insuring that all the clothing shall be made under one roof. It is, however, denied that this result was accomplished. The material, to be made in such a short time, was of necessity distributed around, and the fact that a nominal rental was paid on some houses does not get around the question. There were others quite capable of filling contracts under similar circumstances.

Mr. R. C. Wilkins, Montreal, who made the shirts for the first contingent had not heard, at time of writing, anything about another contract, and was quite prepared to do without. The Government wrote to some of his confreres a while ago asking about the prices he had charged—if they were not too high, and received the reply that they were perfectly reasonable. Mr. Wilkins admitted himself that he scarcely understood how he had come to receive a contract at all. As he said: "When a man stumps the country 'agin,' the Government, he can hardly expect much to come his way."

FRINGES.

THE fashion in the Old Country, which will be followed to a more or less extent here, in dress goods of very light grounds covered with black in different designs, means good news for the makers of fringes. The wearing of fringes as dress trimmings has become quite general, and merchants are being asked on all hands for the various lines. There is nothing prettier than the long black fringe on a light ground. And another thing, it is much more satisfactory for the fringe man when black is in request rather than the colors. There is more difficulty in suiting customers in the latter department, as each person wishes to match their own goods, and this is not always practicable. The colored goods have had a large demand, however, in very short "Tom Thumb" fringes, as they are called. These are used very largely with fluted ribbons in irregular trimming of skirts and waists. Chenille is commanding, perhaps, the largest sales of any. The long fringes, up to 15 inches, are more for fashionable wear, and the sale of them is naturally more limited. Some of these lines are most exquisite, and the designs are in great variety. Pointed or scalloped fringes are selling very fast, and make splendid adornments for flounced skirts. Knotted goods are held in preference to plain fringes, and are, of course, much prettier. One fact which accounts for the expensiveness of the knotted goods and other kinds is that they are not machine-made, but hand-made. Machinery nowadays is being brought into requisition in almost every line of manufacture. But there is still room for skilled workmanship in the making of fringes, and skilled hand labor in this regard has become more perfect as the years pass. Fringes are no new thing, and yet, the hand-made article still holds the first place.

AN AUSTRALIAN MARKET FOR CANADIAN GOODS.

VOLUME OF EXPORTS AND IMPORTS IN 1899—INDIVIDUAL EFFORTS TO OPEN TRADE—ONE FIRM'S PRACTICAL EXPERIENCE—THE POSSIBILITIES OF THE FUTURE.

CANADA is naturally desirous of increasing her trade with the rich and thriving British colonies in Australasia. During the past five years this trade has expanded well. In 1894, it amounted to about \$400,000. But, in that year, the Canadian Government appointed a commissioner, Mr. John S. Larke, who first interviewed producers and manufacturers at leading trade centres here, and then proceeded to Australia, where, by unceasing activity, by intelligent knowledge of business, and by sending back to Canada frequent practical reports, he has done much to stimulate the interchange of commodities. The present Government have continued this business policy with success, so that, in 1899, the Canadian-Australian trade had grown in value to over \$2,000,000.

The trade is not altogether one-sided, either. In 1899, Australia sent us products to the value of \$563,000, the chief articles being: Sugar, \$427,965; fresh mutton, \$23,453, and canned meats, \$20,987. There is also a large trade in wool, but, as it nearly all comes via London, it does not figure in our official Trade Returns, which only deal with the direct trade. In fact, there is reason to think that our commerce with Australasia is greater than \$2,000,000, as exports which go via New York are often not credited to Australia, but are lumped in with the general statement of exports to the United States.

Examining the figures for 1899 in some detail, one finds that, of the \$1,500,000 worth of Canadian goods shipped to Australian and New Zealand ports last year, the following were the principal items:

Agricultural implements..	\$589,802
Cotton fabrics.....	81,554
Drugs and chemicals.....	42,782
Organs.....	23,814
Pianos.....	23,925

Bicycles.....	\$191,029
Bicycle parts.....	15,375
Planks and boards.....	169,592
Deals.....	52,359
Flour.....	72,287

Every branch of trade is thus interested in the Australian markets. In dry goods, the export of over \$80,000 worth of cotton fabrics indicates that Canadian cottonmen are not blind to the advantages of those markets, which are likely to absorb more and more of these goods. Mention was recently made in THE DRY GOODS REVIEW of the shipment of Canadian neckties to Australia, and also of the sales of Canadian

umbrellas there. These and other manufacturers have gone to the expense of sending out special representatives, who have acquired a practical knowledge of how the business should be done. The Australians are keen and clever buyers. They are willing to trade with Canada on a business basis, not as a matter of sentiment, and this fact promises well for the expansion of a trade which has already, on its merits, touched \$2,000,000.

There can be no doubt that, with the exercise of care and good sense in the shipping, many lines of Canadian goods would sell well in Australia, and that our exporters, having the Department of Trade and Commerce at Ottawa to consult, and the commercial agent, Mr. Larke, resident in Sydney, to obtain all requisite particulars from, will find it an increasingly profitable market. Those who do not wish to go to the cost of sending a direct representative will be able to do business through manufacturers' agents in Australia. These agents take orders from warehousemen, or wholesale importers, and large retail houses, send the orders to Canada, and get a commission for so doing, the shipment being at shipper's risk. With a capable and trustworthy agent, no doubt a good business can be opened up.

The experience of one Canadian concern, The North American Bent Chair Co., Limited, of Owen Sound, Ont., will interest those who think of taking up the Australian trade. The secretary of that company, Mr. H. B. Smith, has courteously given details of their experience to THE DRY GOODS REVIEW, and

offers to post any intending exporter who may desire fuller information. This company observed that Austrian chair manufacturers were exporting to Australia, and, in 1893, decided to bid for a share of the business. The first plan adopted was to obtain names of Australian firms purchasing chairs and send them catalogues. This did not succeed. Then, by an announcement through the Australian papers, offers were received to handle the goods on consignment. A shipment was made in this way, and the goods sold readily, but payment was not satisfactory, so it was decided to send out a traveler. Fair sales were made under this



JOHN S. LARKE.
Trade Commissioner for Canada in Australia.

Born in Cornwall, Eng., in 1840; came with his parents to Canada in 1844; educated at Oshawa Grammar School and Victoria College; became Reeve of Oshawa and Warden of Ontario County; appointed Executive Commissioner for Canada at the World's Fair, Chicago, in 1893; appointed Commercial Envoy to Australia in 1894, with headquarters at Sydney, New South Wales.

LINES FOR SPRING NOW READY

Every department is well represented by samples now in Travellers' hands.

The largest and most complete assortment we have yet shown.

Attractive goods at prices to make them popular are a feature with us.

Dress Goods Department bristling with novelties.

Belmont Tweed Suitings, 30c. and 37½c.

Durban Tweed Costumes, 85c.

Shepherd Checks, 15½c., 30c., 67½c.

French Vigoureux, 35c. up.

Black Figures, 14½c. to \$1.25.

Blousings, silk stripes and checks,
18½c., 19½c. and 35c.

Blousings, mercerized, 10c., 12½c.,
14½c. and 19½c.

Piques, 8c., 11½c. and 15c.

Blouses . . .

The best selected goods in the market, from \$4.50 up. Our styles are the very latest.

Laces and Embroideries

Entire new stock of the prettiest designs ever placed on this market. All-over nets will be popular.

Hosiery . . .

"Beats All," "Crescent," "Dazzler" again our leaders.

Staples . . .

Prints and General Goods—the entire stock will be appreciated by the progressive merchant.

Make this your BASE OF SUPPLIES for Dry Goods.

The season's outlook is good. You can close the Century profitably by keeping in touch with us during the year 1900.

Knox, Morgan & Co.

Wholesale Dry Goods

 **HAMILTON.**



W.R. Johnston & Co.

Manufacturers of

FINE CLOTHING

— Toronto.

Our Regent Suits

Enable merchants to supply
the demand for strictly
fashionably cut garments.

W. R. Johnston & Co.

— Toronto.



A KINGBEE COMBINATION.

It's easy to sell bargain goods without profit. But what's the use?

It's better to sell good goods with a fair profit. Of course, that's not so easy.

About the nicest business we know of is this **"KUMFORT"** Mitt proposition of ours.

At the retail price, **50 cents** a pair, the mitt is a genuine bargain, and, yet, at that price you make 33 1-3 per cent. on cost.

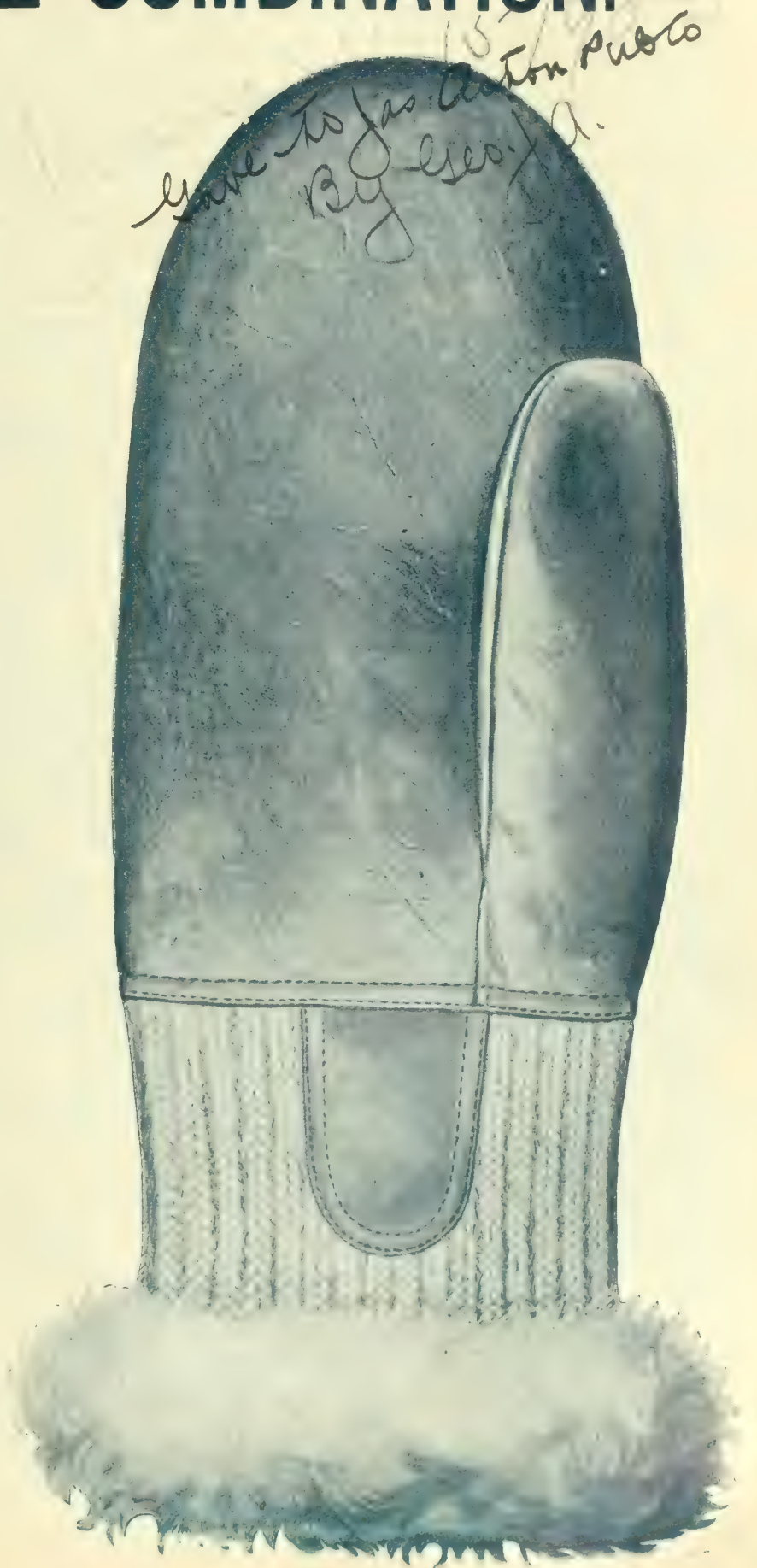
Muleskin palm, oil dressed back, patent knitting that cannot ravel---a quick seller, and a mitt that satisfies your customer.

We think it's the greatest mitt combination anywhere.

Hudson Bay
Knitting Co.

30 St George
Street

MONTREAL.



system, but as the traveler carried other lines for other firms, and Australian dealers were loth to take these up, the trip was not, on the whole, a great success. The company then received offers from New York firms desiring to do the business for them, the trade being continued in this way for several years. But this was, one may suppose, not enough for an enterprising Canadian with a good article to sell.

"As the demand for our goods was steadily increasing, we decided in the summer of 1898 to establish a branch in Australia. We went to considerable expense in sending a representative out from here, and we opened a warehouse in Sydney, N.S.W. and stocked it with a vessel load of chairs. Our branch had hardly opened for business when orders for our chairs commenced coming in, and, from the reports we received from our representative, the demand kept constantly increasing.

"Soon after we established our branch we received communications from some of the largest Australian firms asking control of our chairs. In January, 1899, The Tye & Co. Proprietary, Limited, of Melbourne, sent their representative, Mr. Geo. Tye (who, by the way, is a Canadian), over here for the purpose of securing our agency. His trip resulted in an arrangement being made, whereby we agreed to give them our agency for a term of years. Our president, Mr. J. G. Hay, immediately started for Australia, and within two weeks of his arrival there he made a cash sale of all our stock.

"Upon his arrival in Sydney, Mr. Hay met Mr. J. S. Larke, the Canadian commissioner. Mr. Larke had been of great assistance to us, and we found him always ready to furnish us with such information as he might from time to time be in possession of. He made it very pleasant for Mr. Hay during his short visit, and we entertain a very friendly feeling towards Mr. Larke for the attention shown by him to our affairs. While in Sydney and Melbourne, our Mr. Hay visited most of the dealers in our line, and he was surprised to learn how little some of them knew of Canada. One gentleman called Mr. Hay a Yankee, and did not seem to know anything about the boundary line between the United States and Canada. The business people in Australia, as a class, are very much like the English, and, as a rule, they seem to be sceptical about taking hold of anything new. The places of business in Sydney and Melbourne are, as a whole, much larger than those in Montreal or Toronto, and appear to be very substantial. Mr. Hay was much taken with the different cities he visited in Australasia, and says they are clean and well kept, and up to-date in every respect."

This company add that they "know of no reason why other industries should not be able to introduce and sell their goods as well. All it requires is that pluck and enterprise which we believe most of our Canadian people are possessed of in no small degree."

When the tariff for the new Commonwealth is framed, it will be known exactly what conditions exporters from abroad will have to face. A period of two years is given in which to impose the new tariff. It will probably be a compromise between the free trade policy of New South Wales and the high protection of Victoria. It will interest Canadians, who often feel that tariff legislation would be better dealt with by business men rather than politicians, to know that the New South Wales Chamber of Commerce are considering the question of the future federal tariff, and will, it is said, actually appoint a committee to frame a measure in detail.

Hugh M. Fraser has been transferred from Calgary, N.W.T., to the charge of the dry goods department of the Hudson's Bay Co.'s large store at Vancouver.

THE FARTHING CHANGE IN LONDON.

Writes a London correspondent of THE DRY GOODS REVIEW: "I was passing along one of the streets with the cheaper class of shops the other day, when a little fancy article in one of the outside windows, and marked 10 $\frac{3}{4}$ d., caught my eye, and I went in to have one. Of course, one does not, as a rule, carry farthings around with him, and, after being pestered by the shop-walker and several female clerks to buy every article that was within seeing distance, all of which seemed to be marked at a certain price with a $\frac{3}{4}$ d. on it, I tendered a 2s. piece for my purchase. When the change came back, the maiden who condescended to attend to me, first handed me over one of these little round pocket mirrors, which are usually given away as advertisements, and then proceeded to put in my hand 1d. and 1s. It took me just a moment to see that this trashy mirror was part of my change, given in lieu of a farthing, but, when I grasped the situation, my generosity prompted me to hand it back with the suggestion that its value should be applied to the War Relief Fund. The dealers over here make a habit of this sort of thing. Not long ago I had a few dozen pins palmed off on me instead of a farthing piece. So, when a customer goes in to buy something marked with a very large 10 and a very small $\frac{3}{4}$ d., he generally pays 11d. for it. I thought the Canadian scheme of marking things 99c. was bad enough, but it is a trifle better than the system in vogue over here, for, as a rule, the Canadian is not cheated out of his 1c. change."

A GROWING NECESSITY.

Another ready-to-wear garment has become a necessity to every up-to-date business man. The rapid growth and demand for tailor-made suits and separate cloth skirts has enabled the retailer to cater for the better class trade, and to do this he must have up-to-date styles and newest cloths. By paying special attention to the rapid change in styles, Messrs. Boulter & Stewart have well deserved the popularity their goods have obtained. They have spared no pains in securing the best labor and the newest ideas. Their assortment of cloths contain all the latest, and, with the special facilities for securing the new designs from Paris, Berlin and Manchester, you can be assured of getting just what you need to make a success of your costume department. A call at their warehouse will repay you well, as it is necessary to keep posted these days of keen competition.

In blouse materials, it is the opinion of leading authorities that khaki corded silks, soft-finish Roman satin, and brocaded mercerized Italians, will command a large share of attention.

The 50th annual meeting of the Quebec Board of Trade was held last month. The new officers are: President, Montefiore Joseph; 1st vice-president, George Tanguay; 2nd vice-president, John Ritchie; treasurer, James Brodie.

Owing to large shipments of Ontario wool abroad, Ontario mills have been drawing for supplies upon New Brunswick shippers. One shipper during one month has shipped over 200,000 lb. of Maritime Province wool to the west, although shipments are usually all absorbed by the British market.

A Fredericton, N.B., report says a company with from \$1,000 to \$2,000 capital is likely to start making underwear, ladies' skirts, men's shirts and similar goods. It is proposed to employ 35 to 50 hands, and to instal as many sewing machines, to be run by water motor. The promoters, who are residents of Fredericton are asking free water and tax exemption for 15 years.

Ontario

Nova
ScotiaNew
BrunswickBritish
Columbia

Manitoba

THE MILLINERY HOUSE

We wish to thank our many loyal friends and customers for their liberal support during the past year, and wish them all the compliments of the season, and a bright and prosperous New Year.

The **JOHN D. IVEY CO., Limited**
TORONTO.

Quebec

Your Stock is not,
Complete without

Crompton's Corsets



BEST \$1.00 CORSET
IN CANADA.

The Perfection of
SHAPE,
FIT,
STYLE, and
DURABILITY.

Famous for Superior
Workmanship.



A TRADE-WINNER. SELLS
AT SIGHT.

The trade will find it to their advantage to examine carefully our samples for the Spring Trade, when several new and smart lines will be introduced.

THE CROMPTON CORSET CO., LIMITED
78 YORK ST., TORONTO.

MUSLIN UNDERWEAR AND BLOUSES.

JANUARY WHITE GOODS SALE.



THE old saying, "Competition is the life of trade," has undoubtedly proved true in connection with the manufacturing of ladies' cotton underwear in Canada, for, in proportion to the opportunities offered, no other industry has made as great progress in this country during the last decade. In 1886, there was only one factory in Canada manufacturing ladies' underwear, and its output for a whole year would not equal a week's output of one of our Canadian factories of to-day. There have been many ups and downs in the business during the past 14 years. Some of the Canadian manufacturers have been successful, but many of those who started during the last few years have not succeeded. Competition is keen, and a muslin underwear manufacturer, to be successful, must thoroughly understand all the details of his business, and be ready, at all times, to adopt the latest and most improved methods of manufacturing. He must understand what class of goods will sell, and know where, how, and when to buy his raw materials. He must be satisfied with small profits, aim for quick returns, large output, and frequent turnover of capital.

Some years ago, partly owing to the business depression in the United States and partly owing to the fact that Canadian factories were not as well equipped as those of our neighbors to the south, some of our merchants bought their cotton underwear in New York, and many more Canadian merchants did not sell ladies' underwear at all. But the past few years have altered all of this, and to-day every up-to-date dry goods store has an underwear department. Some of our Canadian factories are now better equipped than most of the American factories, and, as our successful manufacturers have studied the Canadian trade, and know the class of goods required in Canada, the Canadians now control their own market, and there is very little, if any, underwear imported.

The price of muslin underwear has been steadily decreasing during the last few years. This reduction has been possible owing to two causes: Prices of cottons and embroideries were steadily decreasing, and new and improved labor-saving machinery was being introduced into the muslin underwear factories, but, during the last six months, things have taken a turn. Cottons and embroideries have advanced 10 to 30 per cent. in price, and it is only a question of time when the underwear manufacturers will have to follow suit. The larger manufacturers six months ago, anticipating the advance in prices, bought heavily of both cottons and embroideries, and it is this fact that prevented an earlier advance in underwear prices. Stocks of raw material are now used up. Underwear manufacturers will be compelled to pay advanced prices for their raw material, and will, of course, have to advance their own prices in proportion. Merchants who placed their underwear orders early will receive their goods invoiced at old prices, but it is a question if they should not, when

arranging their prices for their January white goods sale, take into consideration the advance that they will have to pay on repeat orders. There never was a better opportunity for the retailer to increase prices. Values in all classes of dry goods are advancing; the women of Canada are aware of this, and expect to pay more for their underwear than they paid last year. If you do not advance prices for your January white goods sale, you must advance later on when your repeat orders are invoiced. Merchants who placed their muslin underwear orders early this year can make more money than they did last year, provided they take advantage of their forethought in having placed their orders when prices were at the bottom notch.

January white goods sales are now a recognized factor in the dry goods business. Why muslin underwear should be sold in January is a question that THE REVIEW man is not prepared to answer, but, nevertheless, it is a fact that no up-to-date dry goods store, either in the United States or Canada, but now has a January white goods sale as well as a June white goods sale, and it is surprising the quantity of muslin underwear that is sold throughout the country. THE DRY GOODS REVIEW, recognizing the growing importance of "ready-to-wear" muslin underwear, will in future give this department an increasing share of its attention, and we hope each month, under the heading of "Ladies' Underwear and Blouses," to write something that will prove both interesting and profitable for our readers.

Since writing the above we learn that the manufacturers of muslin underwear have held a meeting for the purpose of considering what course they should take in connection with the heavy advance in price of their raw materials (cotton fabrics and embroideries). The matter was thoroughly discussed, and it was finally decided that, owing to the impossibility of manufacturers securing any further supply of cottons and embroideries at old prices, there was no way out of the difficulty but to advance prices of the made-up garments in proportion. The advance on muslin underwear prices will vary from 10 to 20 per cent., according to the class of goods and quantity of embroidery used on them. The new prices will take effect in January.

GOOD PLACE FOR SURPLUS STOCK.

A good place for merchants to send their surplus stocks is, provided in the firm of Benning & Barsalou, Montreal. This auction house is one of the oldest in Canada, having been established in 1830. Their sales, which are held semi-weekly, at the company's rooms on St. Peter street, are not restricted altogether to dry goods, but include boots and shoes and general merchandise. The company offer to make liberal advances on all kinds of merchandise consigned to their care. They invite correspondence, and would mention as references the Bank of Montreal and La Banque d'Hochelaga.

Wholesale Millinery



SPRING 1900



THE year 1899 having been exceptional in the large increase of our business, we considered it necessary, in order to meet the increasing demand for the latest and best productions in Millinery Goods, to make extensive preparations for this coming season. Our buyers have visited all the leading fashion centres and procured everything desirable and up-to-date. Everyone dealing in Millinery should inspect our stock and pattern hats. We feel confident your interests will be advanced by your visiting our warerooms when in the city, and looking over our travellers' samples when they call on you.



CHAS. REID & CO.,

9 and 11 WELLINGTON
STREET EAST,

...TORONTO.

WREYFORD & CO.

ROMAIN BUILDING ^{85 KING WEST,}
FIRST FLOOR, TORONTO.

Wholesale **Men's Furnishings and Underwear.**

MANUFACTURERS' AGENTS.

ALWAYS IN STOCK--

Dr. Jaeger's Underwear

For Men, Ladies and Children, and all their specialties.

COLIC BELTS, KNEEWARMERS,
CAMELHAIR BLANKETS, FLEECE SLIPPERS, Etc.

Agencies opened in towns not represented.

Young & Rochester's

Noted "FACILE" DRESS SHIRTS, \$12.00 dozen.
LEADING SHAPES IN COLLARS, from \$1.00 dozen.
LATEST NECKWEAR.

FULL RANGES FOR SPRING, 1900--

Young & Rochester

Factories--Londonderry and Coleraine.

Oxford, Cambric and Zephyr Shirts and Shirtings.
New Shapes in Collars.
Silk, Taffeta and Ceylon Pyjamas and Outing Shirts.
Fine Flannel Summer Suits and Washing Vests.

Garstin & Co.'s

Samples fine English Leather Goods, Traveling
Bags, Filled Cases, etc.

TRESS & CO., Hat Manufacturers. **London, Eng.**

SPRING SHAPES READY IN FELT AND SILK.
STRAWS—NEW PLAITS FOR MEN AND LADIES.

We can offer Canadian buyers the same shapes we are now making for New York.

For Lace Novelties

OF EVERY KIND

A Go-Ahead Firm

IS THAT OF

Tidswells, ^{3 and 2}
Wood St., **London,**
ENGLAND.

Who supply the following goods :

SHIRTS,	APRONS,
LACES,	ROBES,
VEILINGS,	CRAVATS,
MADE-UP-LACE,	COLLARS,
BLOUSES,	BELTS, Etc.

Tidswells

Factory :
Old St., London.

3 and 2 WOOD STREET.

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

BUTTONS

MERCHANTS BUTTON CO.

WATERLOO, ONT.

OUR SPRING SAMPLES—FINER THAN EVER—
NOW ON THE ROAD.



IMPORTANT

ANNOUNCEMENT



January 1st, 1900.

We herewith beg to inform the Dry Goods Merchants throughout the Dominion that, from this date, each and every Garment manufactured and sold by us will be known as

"The Victoria," "Tailor-Made"

and branded as such, with the "fac-simile" of above

Registered Trade Mark.

THE CLOAK MANUFACTURING CO.

OF TORONTO, LIMITED.

18 FRONT STREET EAST, TORONTO.

Makers of . . .

*"The Victoria," "Tailor-Made" Cloaks, Suits,
Separate Skirts, Wash Suits, etc., etc.*

❁ WINDOW AND STORE DECORATING. ❁

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

JANUARY TRIMS.

NOW that the holiday displays are over, the trims for January are to be thought out. To my mind, it is the time when the window-trimmer can be of more service to his employers than at any other time of the year. Customers have to be almost coaxed to buy. They are not in a buying humor. The displays, then, should not be as elaborate as

in the different stocks that can be sold at 10c., and so on, up to 50c. windows.

Some reader may possibly think that in displays of this kind the profits on these little articles at 5 and 10c. would not amount to more than a trifle, and would not repay the time spent in their arrangement. But, if he or she experiment on it and carefully watch results, as I have done, the suggestion will be found to work satisfactorily. Remember, it is not so much the little 5 or 10c. article we are trying to dispose of, but a means by which we can get a customer into the store to purchase, perhaps, a spool of silk and sell her a silk dress, or induce a gentleman to step in to purchase a 5c. pair of shoelaces and sell him a pair of shoes, or a shirt, collar, tie, etc.

As an instance, about a month ago, I had one of my



A WHITEWEAR WINDOW IN MEN'S FURNISHINGS.

beforehand, but should be made "sales windows." By that, I mean displays where every article is placed and ticketed in the most appealing position. A good plan that I adopted last year during the slack months was, viz., "5 and 10c. windows." A search throughout the different departments brought together dozens of little articles, household and otherwise, which made up a display that, while not very elaborate, etc., was nevertheless a "trade-drawer," one large card reading: "Any article in the window, 5c."

Hundreds of useful and ornamental articles can be found

largest windows filled with a nice, stocky show of tinware, every article ticketed. A gentleman was attracted to an article ticketed 4c., was induced to enter the store to purchase one of them, and, while waiting for it to be parcelled, asked the price of a range on display in the department. On being told the price, and on the salesman's explanation of the different parts of same, he was impressed that it was a bargain. He did not purchase it then, but, the next day, he came in and paid for it to be delivered to his address. In nine cases out of ten, that man would not have purchased that range, had not a little 4c.

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL

Our travellers are now out with Spring Samples. Make
a point of seeing them.

DEPARTMENTS:

Dress Goods.

Silks and Velvets.

White Goods, Linings and Muslins.

Linens.

Smallwares.

Kid Gloves.

Careful attention given to Letter Orders.

TORONTO :
25 Colborne St.

ST. JOHN, N. B. :
Church Street.

OTTAWA :
Carleton Chambers.

WINNIPEG :
McIntyre Block.

WINDOW DECORATING—Continued.

ticket attracted his attention, and completed a sale of \$50.04. This is only one instance out of many that came to my special notice. "Little drops of water, little grains of sand, make the mighty ocean," etc.

The cut on page 88 is a good one of men's collars and shirts, and the idea can be carried out in a window one-half the size with one-half the quantity of shirts and collars. A great idea for a stocky-looking display is to use empty boxes in piles, having one full box opened on the top. Save all the shirt, collar and cuff boxes. Keep them new and clean-looking, and use them in the window displays. While only being empty, they give the window a very stocky appearance where

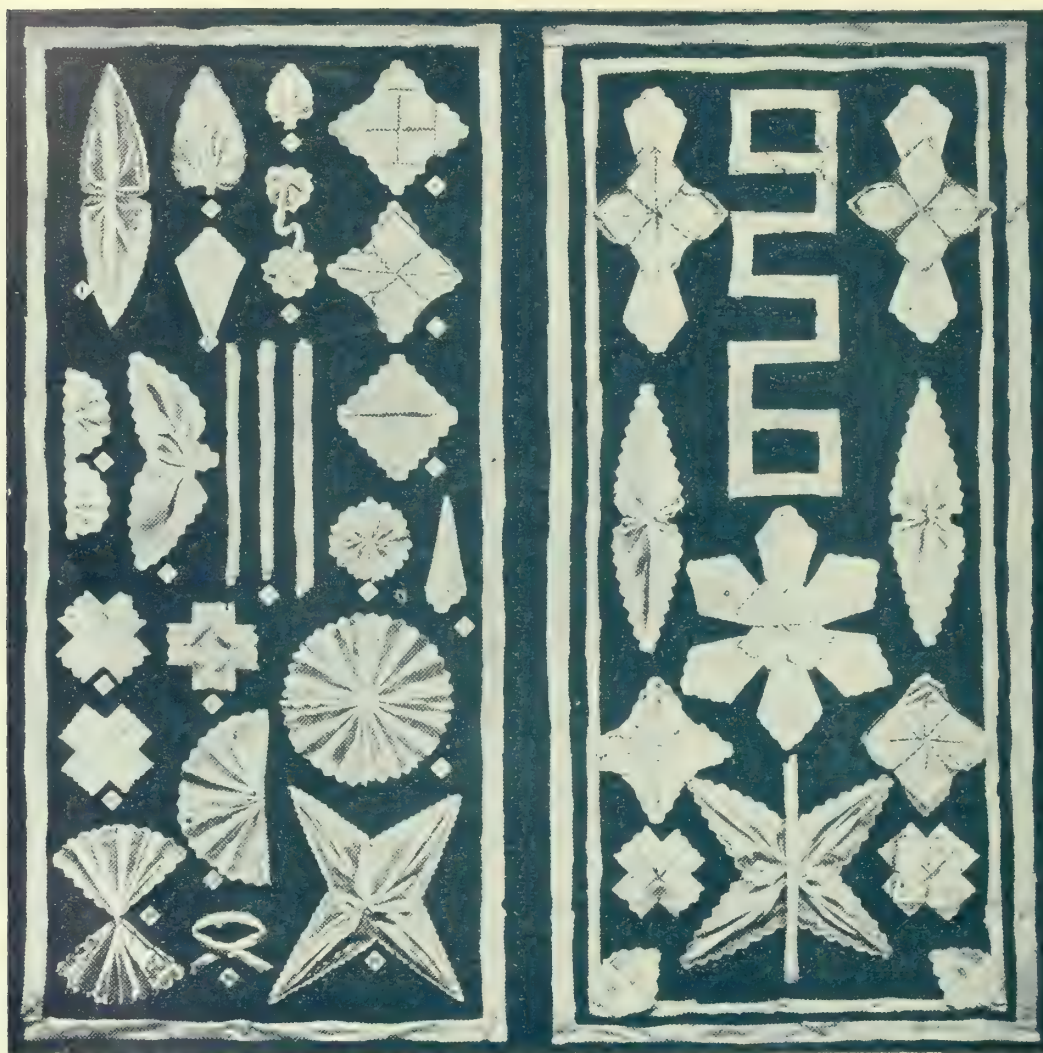
be made in just quarter of the time it would take otherwise. I use them in my displays for every line of goods, and can recommend them as being the cheapest and most satisfactory fixture on the market. They can be had at very reasonable prices from The Toronto Brass Manufacturing Co., Richmond Street. They make them up in all sizes and at prices to suit all styles of windows.

The other illustration is one of handkerchiefs, showing the different folds they can be made into, and from them pretty designs can be constructed.

ENGLISH WINDOW DRESSING.

A foreign critic, says Mr. Geo. R. Sims in *London Referee*, has given it as his opinion that the shop windows of London

are dressed without taste and without discretion. We all want to be patriotic just now, and we are not inclined in the least to trouble ourselves about foreign opinion. But, strictly between ourselves, and in a whisper so that nobody can hear, don't you think that the art of window dressing might be more generally studied than it is? Have you ever arrived at an old-fashioned, small, provincial town on a gloomy Winter's evening, and wandering about the deserted streets been suddenly cheered by the local fruiterer's Christmas show of oranges and lemons? The two colors catch the eye at once and instantly gladden the heart. There have been Winter evenings when a prey to melancholia in a gloomy town I should have thrown myself into a pond or un-



WAYS OF FOLDING FOR A HANDKERCHIEF DISPLAY.

stocky windows are required. While this may appear to some as being a deception to the public, I do not think a customer is being defrauded or is losing anything by it, and it is only one of the "tricks of the trade." I might call special attention to the price-cards in the illustration. Notice how well worded they are—straight to the point and prices prominent.

The shirts are arranged on fixtures supported by four up-rights. These are the best fixtures I know of suitable for the arrangement of gents' furnishings, and can be used in displays of almost all lines of merchandise. They can be changed in several different styles, and, with them, creditable displays can

der a railway train but for the cheerful orange and yellow of the greengrocer's shop at the corner. A local greengrocer has stumbled by accident on the art of window dressing. Instead of filling his shop window with a jungle of fruits and roots that jar and clash, he lets the oranges and lemons have the space to themselves, and the result is absolutely perfect. In London, where one would expect the best results to be obtained by the window-dressers, there is generally a desire to show too much. There are shops in Regent street, Piccadilly, and New Bond street which are dreams of delight, and in front of which a poet might bathe his soul in beauty. There are also in the same thoroughfares shops in

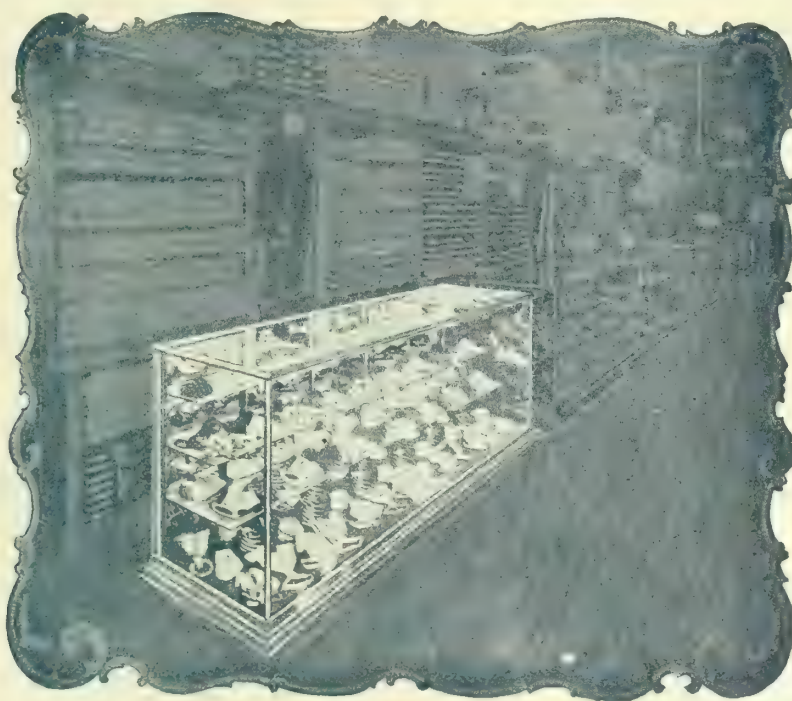
TO THE CANADIAN MERCHANTS:



CANADIAN REFERENCES:

Colwell Bros., Halifax, N.S.
 Letendres & Arseneault, Montreal.
 Ryrie Bros., Toronto, Ont.
 McDonald Bros., Sarnia, Ont.
 R. T. Geary, Sarnia, Ont.
 W. O. Franklin, Pt. Rowan, Ont.

Recently we opened a branch in Windsor, Ont., and are now able to supply the Canadian Trade with our up-to-date **SHOW CASES** free of duty. Being large buyers of English Glass, we are in a position to sell cases made of the best British Plate at a very reasonable price. We have been making show cases for the past 35 years, and in ordering from us you get the benefit of our long experience. Our cases can be seen in all the principal cities and towns in the United States, which is sufficient evidence of the superiority of our goods.



PHILLIPS' ILLUMINATED SILENT SALESMAN (A SUNBURST)

Some years ago, we placed on the market the Celebrated Silent Salesman Show Cases and they met with phenomenal success. A few months ago, we invented and patented a device for illuminating these superb cases, which adds fully 100 per cent. to their selling power, while the additional cost is nominal. The electric lamps are concealed in the top moulding, and the light, by means of a reflector, is thrown on the contents of the case, which makes selling easy.

When ordering the illuminated case, please state the voltage of your lighting plant to avoid delay in filling your order.

Further particulars will be furnished on application.

MANUFACTURERS OF THE

ADDRESS,

JOHN PHILLIPS & CO.

Limited

51-53 Fort Street East,

DETROIT

MICH.

Silent Salesman
 TRADE MARK

SHOW CASES

CANADIAN TRADE FURNISHED FROM WINDSOR, FREE OF DUTY, F.O.B. CARS.

WINDOW DECORATING—Continued.

which the contents are displayed with about the same regard to artistic effect that you would find at a marine store dealer's in Clare-market. Next to the delight of going "shopping" is the delight of going to look at the shops. Hundreds of us who have neither the inclination nor the means to possess ourselves of the season's novelties derive a vast amount of innocent pleasure from gazing at them. But the pleasure is naturally increased when the novelties are artistically displayed—when the attention is concentrated on a few choice specimens instead of being diffused over a hundred mixed samples. With the means at the command of the great London retailers the streets of the west should be avenues in fairyland, bordered by palaces of perpetual delight.

MIRRORS IN SHOW WINDOWS.

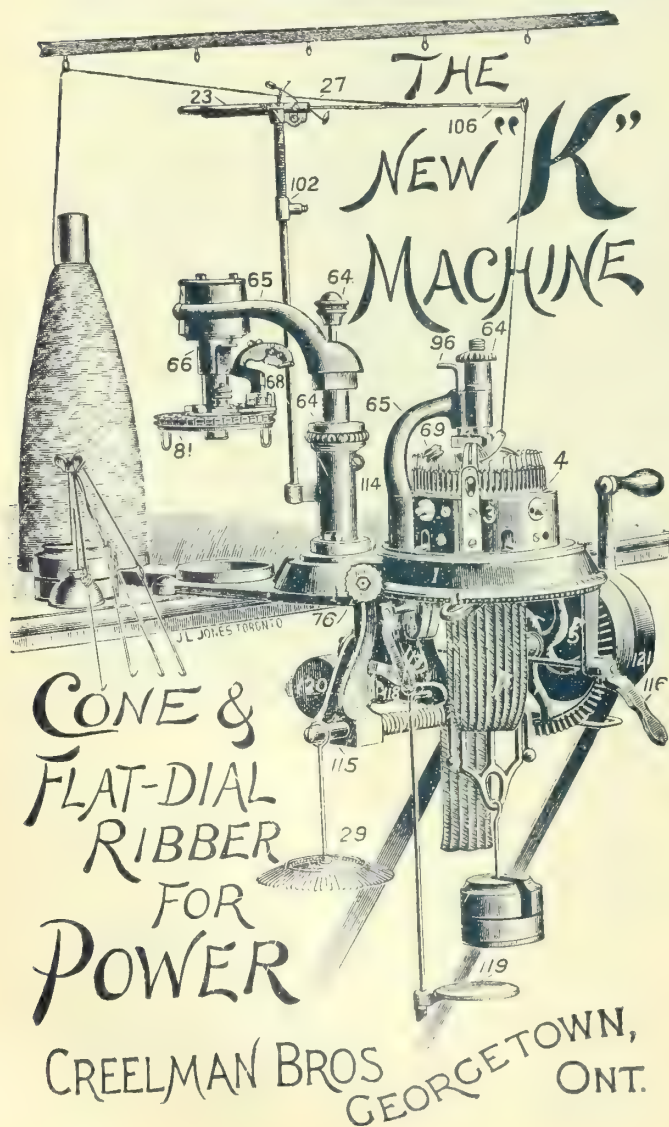
Effective results in show windows are often produced by the aid of mirrors, doubling the exhibit, or even seeming indefinitely to extend it. A curious illustration of the effectiveness of mirrors in such use was shown in a window of a big toy store. Ranged in companies and battalions, following one another upon a foot-wide strip of glass raised above the floor of the window and extending along close to the window in front, and along the entire width of it, was a long column of toy soldiers, marching, or seeming to march, the figures being all in marching attitudes. At the side of the

window was a mirror standing vertically, but running back from the front at an angle slightly acute. Seen from the sidewalk, and at a little distance from the window, the reflection in the mirror of the marching column of soldiers had the appearance of a continuation of it, the column turning at the mirror, at a slight angle from the course of its march along the glass, the effect being produced by the angle at which the mirror was set.—Exchange.

NOTHING BUT TRIMMED SKIRTS.

In wash skirts for the coming season every line shown by the largest makers are trimmed with braid, cording or insertions. And they certainly have very pretty effects. The enormous varieties shown, and at such popular prices, are sure to give very large sale when the blouse waist season opens. Boulter & Stewart, 13 Front street west, are showing over 100 different designs at prices to retail at \$1 to \$5. Remember their address for the coming openings.

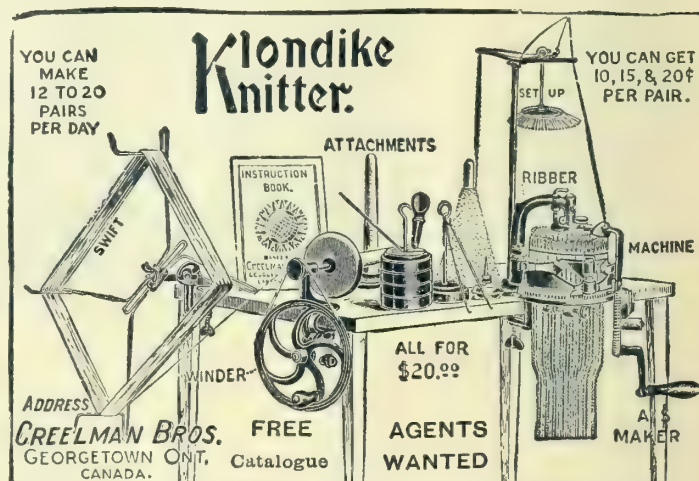
The straw "Boater" is essentially an English hat, and the best shapes, as well as values, can be obtained from the English manufacturers. Tress & Co., London, Eng., are showing, through their Canadian agents (Wreyford & Co., Romain Building), the new styles for men, and also for ladies, in the same grade as they supplied so largely to the New York trade last season.



**THE
NEW "K"
MACHINE**

**CONE &
FLAT-DIAL
RIBBER
FOR
POWER**

**CREELMAN BROS
GEORGETOWN, ONT.**

**CREELMAN
BROS.****HAND AND
POWER****KNITTING
MACHINES**


**Klondike
Knitter.**

**YOU CAN
MAKE
12 TO 20
PAIRS
PER DAY**

ATTACHMENTS

**YOU CAN GET
10, 15, & 20¢
PER PAIR.**

**INSTRUCTION
BOOK.**

**ALL FOR
\$20.00**

**AGENTS
WANTED**

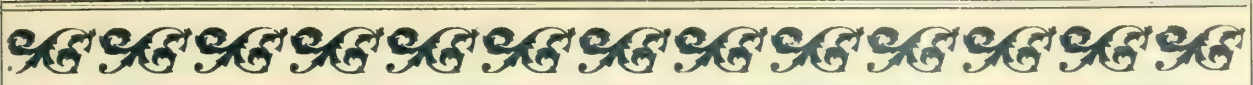
**ADDRESS
CREELMAN BROS.
GEORGETOWN ONT.
CANADA.**

**FREE
Catalogue**

FAMILY MACHINESClothe Your Family from
Head to Foot.**AGENTS WANTED. CATALOGUES FREE.**

ESTABLISHED 1872.

Georgetown, Ont., Canada.



1900

New Year

— AND —

Century Greeting.

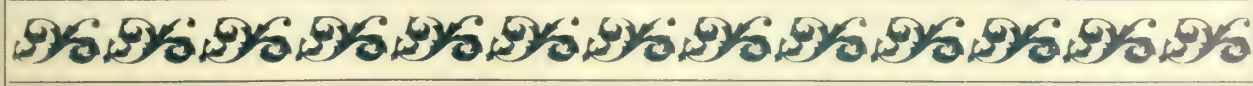
We take this opportunity of wishing our customers throughout Canada a Happy New Year, and to thank them for their patronage in the past. We hope to secure its continuance in the future by submitting the latest novelties in

CORSETS, BUSTLES,
DRESS STAYS and
DRESS FORMS.

Mail orders are given especial attention.

~~~~~  
BRUSH & CO.

TORONTO.







How do you know you buy the best hat,  
unless you investigate the merits of ours ?

An investigation will do good, anyhow—  
it'll poke up the other fellow to better efforts.

We're ready when you're ready.

THE CROFUT & KNAPP COMPANY.

FACTORY :

South Norwalk, Conn.

SALESROOMS :

261 Greene St., New York.

44 Bedford St., Boston, Mass.

Spring  
1900

Established 1840

Spring  
1900

Sixty Years' Experience—Sixty Years' Progress—Sixty Years' Success

SELLING DAILY!!!

Staple  
and  
Fancy  
Dry  
Goods  
at  
Best  
Prices.



Cottons  
Woollens  
Linens  
Silks  
Furnishings  
Carpets  
Linoleums  
etc., etc.

RECEIVING DAILY!!!

❧ ❧ WHOLESALE ONLY ❧ ❧

P. Garneau, Fils & Cie.

QUEBEC, P.Q.

Letter Orders solicited  
and carefully attended to.

Samples Shown

TEMPLE BUILDING,  
MONTREAL.



# Hat, Cap and



# Fur Trade.

## The Canadian Trade.

The month of January in the Canadian hat trade is principally remarkable for the arrivals of shipments of early orders for imported hats. The wholesale houses this year report that orders for Spring deliveries were larger than for some years, and as shipments come in they will doubtless be glad to send them out early to customers in order to make room. The importers declare that everything points to higher prices since not only have hat materials gone up, but freights are higher, and even the prices of wooden cases have advanced. Retail buyers who do not pay any higher price will probably not get as good a quality, and those who have, for some reason or another, been late in placing orders may expect to pay the higher rates.

The Canadian hats this year look very well, the only question being as to their identity. It is sometimes hard to tell a Canadian hat, because the brand is not national and is apt to convey the impression that the goods were made in the United States. The Canadian manufacturers continue to produce very excellent makes, but they are not anxious to let the world know of them. It is sometimes said that in variety of shape and shade the Canadian market is not so convenient to buy in, but those who know say that for the same class of hat we can produce values quite equal to those of United States manufacturers.

## An English Order to Canada.

Some time ago a leading official of an English railway was in Canada, and his attention was caught by the caps worn on the heads of some railway employes. Inquiring where they were obtained, the answer was that the caps had been made in Canada. Finding that the manufacturers were Messrs. A. A. Allan & Co., Toronto, he wrote, on returning to England, for samples to be sent across the ocean. The request was complied with, and a few days ago the firm in question had the satisfaction of receiving back the samples with a substantial order for caps of the same model. One for Canada! It seems that we can not only manufacture excellent stiff hats, but can also design and make up society and other caps second to none.

## English Crowns May Be Higher.

A radical change in the general condition of the straw hat trade, says the Luton correspondent of *The English Hatters' Gazette*, that has been effected in the last eight or ten years is the decadence of what is known as "the counter trade." In this branch of the business, a large number of people with limited means would make a number of hats, which were usually offered for sale at the various wholesale houses for the best prices they would fetch. The amounts received for such goods fluctuated considerably, according to the state of the market. Too frequently they were sold at a positive loss, when trade was dull, by those whose means were very limited.

Now, there is a remarkable diminution in this class of trade, and business is largely transacted by orders given on samples.

I think it is quite correct to say that the state of trade in Luton to-day is much more healthy than when the conditions above mentioned existed so generally.

As to the shapes of hats that will be in favor in the near future, there is a marked tendency in the direction of higher crowns. The pendulum of fashion is evidently swinging from the low crowns that ruled last season to those that are higher, more tapering, and with plenty of fit. The so-called "tam" crowns are rapidly passing out of date, much to the gratification of manufacturers and merchants, as the cost of transit will thereby be materially lessened.

The demand for men's "Monte Carlo" straw hats continued until quite late in the season—thanks to the sub-tropical weather with which we were visited. This is another branch of trade which has rapidly increased during the last three seasons, and will continue to do so, given the requisite climatic conditions. These hats require great care in the manufacture, and must be made exactly to the size of the head that may be needed by the various customers.

## The Fur Market.

Canadian buyers of furs who go abroad to purchase will attend the London sales this month. Some of them went rather earlier than usual this season, as the exceptional condition of the market for skins makes the outlook interesting. Advices from London, received the latter part of December, stated that at the fur sales the North Pacific sealskins brought the highest price for many years, going at an average of 66 shillings, which is 40 per cent. higher than the price realized last December.

## Wide Brims.

There has been some talk in the trade, and a number of retailers seem to be impressed with the belief, that wide-brim yachts will be rather popular during the coming season, but, as the result of inquiry in various sources, we are constrained to state that the time is not yet ripe for the sale of wide-brim yachts to any great extent. It is undoubtedly true that every Summer some of our young men who like to "cut a dash" wear wide-brim yachts at the seashore and the race tracks; but the style does not appeal to well-dressed men, and we, therefore, advise readers of *The Review* to buy such goods sparingly, if at all. —New York Hat Review.

## Fashions set By the Prince.

The influence of the Prince of Wales on hat styles in Great Britain is often alluded to. Hats, says an English contemporary, are the only part of a man's costume in which fashion is tyrannical—tyrannical, and consequently capricious. The Inverness cape was introduced in the year 1861, and is worn now of just the same cut as obtained 38 years ago. But we have had 50 different kinds of hats in the interval, and it is impossible to



W. H. CODDINGTON

## Hat and Cap Manufacturer

## SPECIALTIES OF

Hats, Caps, Helmets, etc., for  
Railways, Bands, Firemen,  
Steamboat Officers, Yachts,  
Uniformed Societies, etc.

## ALSO

Embroidery, in Gold and  
Silver Bullion, such as Ban-  
ners, Badges, Wreaths, Let-  
tering, etc., for Military,  
Yacht Club, Society and other  
purposes.

23 Hughson St. N., - HAMILTON, ONT.

## Job Printing

IN ALL ITS BRANCHES.



Book and Commercial Printing a specialty.  
Large jobs especially solicited, on which we  
quote extremely low prices. Blank Books,  
Stationery, Wrapping Papers, Paper Bags,  
Rubber Stamps, etc. Advertising Special-  
ties of every description.

J. G. SAWYER,

37 Portland Street,  
MORRISVILLE, VT., U.S.A.

Samples of all kinds  
of work submitted on  
application.

## GREEFF-BREDT & CO.

TORONTO:

McKinnon Building.

BARMEN, GERMANY.

Established 1880.

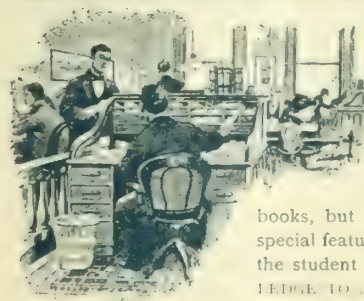


The oldest manufacturers of

*Handwritten: The oldest manufacturers of covered Buttons*  
Importers of  
*Handwritten: All goods and Tailors' Trimmings.*

We keep in Toronto all stock of Covered Buttons, Ivory Buttons,  
Brush Binding, Hercules Braid, and Tailors' Trimmings—as Pant But-  
tons, Buckles, Coat Chains, Rubber Tissue, Etc.

Belleville Business College, BELLEVILLE, ONT.



### Our Commercial or Business Course

is exceptionally varied and  
comprehensive, providing not  
only complete familiarity with  
the elements of bookkeeping  
and the ordinary forms of  
books, but it introduces such a variety of  
special features of modern bookkeeping, that  
the student is able to ADAPT HIS KNOW-  
LEDGE TO ANY CONTINGENCY which may  
arise in his experience as a bookkeeper.

This Department prepares for all **Accountancy Examinations.**

This College is open throughout the year.

Address: J. FRITH JEFFERS, M.A., Principal.

## FURS! FURS!

For Gentlemen, Ladies and Children.

OVERCOATS CLOAKS  
CAPES ROBES

I make a specialty of exporting Furs. The best  
market price will be paid for all kinds of Raw  
Furs.

CONSIGNMENTS SOLICITED.  
RETURNS MADE PROMPTLY.

N. B.—The best price paid for Beeswax and  
for Ginseng.



HIRAM JOHNSON,

Importer and Exporter. Wholesale Manufacturer.

404 St. Paul Street, - MONTREAL.

REFERENCE—Bank of British North America.



### Progressive -- Dealers -- HANDLE CROMPTON CORSETS

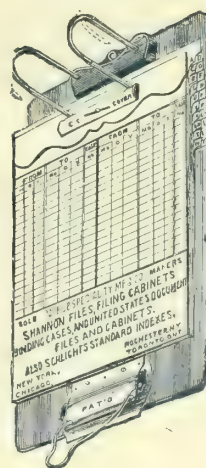
because the bright, active woman of  
to-day grasps eagerly a corset so  
beneficial to her health, comfort and  
beauty and insists upon purchasing  
one of these unapproachable lines,

Victoria, Contour, Queen  
Moo, Magnetic and  
Yatise Corsets

.....or the celebrated  
Hygeian Waist,

Manufactured only by....

THE  
CROMPTON CORSET CO.,  
Limited,  
TORONTO, ONT.



### THE "SHANNON" LETTER FILE.

PRICE COMPLETE - - - \$1.00  
LESS PUNCH - - - .75  
BOARD AND ARCH - - - .50

Best Known. Best Recommended.  
Most Imitated.

Papers filed on the Shannon File cannot  
go astray. You may drop the File on the  
floor, but the papers won't spill out. Every  
paper is always just where it should be,  
and the index shows you just where to  
look for it.

Office Specialty Mfg. Co.,

Limited,

77 Bay St., TORONTO.

1744 Notre Dame St., MONTREAL.

James H. Wylie \*

Manufacturer  
of . . . . .

## FINE FLANNELS



ALMONTE, ONT.

AGENTS

JOHN GORDON & SON, MONTREAL.  
F. P. MACINTOSH, TORONTO.



**HATS AND CAPS—Continued.**

predict how long a given fashion shall remain. The Prince certainly sets it. He has reduced the tyranny of the tall hat to a very minimum. It is possible even to go to church now in the country in a soft hat. The Prince has a kind of passion for buying hats, and giving them to his friends. He bought nine at Marienbad last Summer, and they are of a new pattern, and some of them of a new color. The color is green, and the material soft felt, and stuck into the back—as if the wearer, in his hurry, had put his hat on wrong—is a little tuft of capercailzie feathers. Most of them are capercailzie, but there is latitude for choice. Perhaps the motive is that the capercailzie should not be blotted out of existence, like the egret. And the hat must always have reference to sport. The head of a woodcock as a sort of centre for its own fine feathers, two teeth of a wolf with a tuft of wolf's bristle—teeth and bristles of a dog will do if the rarer articles are not obtainable—the curled tail feathers of a black cock; these are the chief varieties of ornament up to this.

**The Fate  
Of Old Hats.**

Nothing grows faster and with less notice than a collection of old shoes and hats in the family closet. The only way to treat the cast-offs is to give them away as fast as they are discarded. Many customers of the fashionable hatters have their old derbies sent home for rainy-day wear, but seldom use them. Others, despising the collection, leave them with the dealer. "What becomes of all the old hats?" I asked a leading hatter recently. I knew that most of the best shapes are saved and made over for a season two or three years ahead. The crowns and brims can be soaked, pressed and stiffened into fashionable shapes. But no hatter will admit this. "Our first customer in the morning and our last in the evening is the hat beggar," said the manager of Blank's. "We give away from 20 to 40 a day in a busy season, and I have here under the counter right now about a score that will be gone before to-morrow morning."—New York Press.

**What are  
Panama Hats?**

At one time Panama hats frequently cost \$500, but these are no longer made, and cannot, therefore, be bought. Perhaps the most expensive hat of this sort which has been made for many years was one sold last year to a banker, who paid \$110 for it. Hats as fine as these are commonly worn by the rich men in South America, but ordinary mortals have to be content with specimens which cost at the most only \$10 or \$15. Still, these are very fine, and are practically everlasting, for they can be cleaned again and again.

It is curious that they are called Panama hats, for they do not come from there. They derive their name from the fact that that city was at one time the greatest market for them. The finest are obtained at Payta, Peru and Guayaquil. They are made of the fibre of the pineapple plant, are as soft as silk, and so pliable that they can easily be folded up and carried in the pocket. Excellent specimens are also made by the natives of Cuba.—New York Hat Review.

**United States  
Trade with  
Canada.**

Among the American concerns that have come into Canada with nice goods which have helped to turn some of the trade southward is the Crofut and Knapp Co., of South Norwalk, Con., United States. This firm manufacture fine ur, stiff and soft, hats for men's wear. In addition they

have a line of coach, police helmet, golf and ladies' hats. By taking great pains to turn out new, smart and bright styles that are good sellers, these manufacturers appeal to the alert, wide awake merchant everywhere. They simply ask the trade to investigate, and Canadian dealers who write the firm will, therefore, be afforded every information regarding either the regular hat trade or the special lines that are made in their factories.

**Canadian Caps  
For Australia.**

The Standard Cap Co., Toronto, whose advertisement appears on page 65 of this issue, have had such success in reaching for Canadian trade that they are now looking to the Australian market for further expansion. They state their willingness to send samples to any first-class house in the sister colony, and would like to open up correspondence with such houses. This firm make all kinds of caps. They make a specialty of novelties for women's and children's wear, while carrying at all times a full stock of men's caps of all descriptions; also the latest novelty in tweed fedoras, which are rapidly becoming popular in Canada.

A Canadian concern with experience and taste in making headgear for special purposes and climates is W. H. Coddington, Hamilton, Canada, who has gone into yachting novelties, uniform caps, etc., with great success. Mr. Coddington will gladly furnish catalogues, etc., to firms at home or abroad desiring to do business with him.

**Trade Notes  
Here and There.**

Reports of the English hat trade are that in December stock-taking was the policy with large concerns. The prospects for 1900 are most encouraging, and at present in fancy makes retailers are experiencing a demand for men's P. and O. caps, these taking the place of golf makes. Exports of English hats during the 10 months ending October, 1899, were 928,860 dozen, value £952,551, as against 911,196 dozen, value £890,174, for the same period in 1898.

A patent for a mourning band has been taken out in the United States. The hat band is provided at its meeting ends with a clamp composed of a single piece of metal bent longitudinally forming two jaws, one wider than the other, the said jaws clamping the respective ends of the band between them, and provided with projections adapted to secure the ends of the band between said jaws, and causing the clamp to lie flat against the band.

**JAPANESE MATTINGS.**

Japanese mattings are likely to be quite a factor in the Canadian carpet trade this year. These mattings are practically a new thing in this country, for, while ordinary bedroom mattings have been sold here for some time, it is only since the higher grades, for use in parlors, sitting-rooms, dining-rooms; in fact, in any room in a well-furnished house, were introduced by K. Ishikawa & Co., Toronto, that the trade in them extended materially. This firm have leased the large warehouse at 27 Wellington street west, which was occupied last Spring by Gowans, Kent & Co. This entire building, which contains five 30 x 130 ft. floors, will be devoted entirely to Japanese mattings, thus enabling the firm to display 10,000 rolls of these goods. The assortment of patterns and colors will be the largest that has ever been shown in this class of goods in Canada, and is bound to attract much attention from the trade.

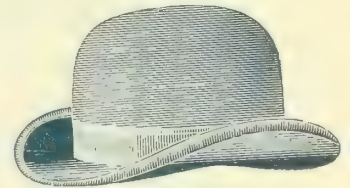
# UP=TO=DATE

people wear **up-to-date hats**. We have 'em, all styles—English and American manufacture. **Prices right.** Our lines are distinct, and we handle all the advance styles in the new shades, making a specialty of lines suitable for **young men's trade**. The correct American spring styles in hats do not come out till January 1st. Our lines in these are now complete. In straw goods we are showing natty shapes and new braids with a full assortment of fancy braids—

Also the new **Cable Edge** straw. Our travellers are now out.

See our twentieth century novelties.

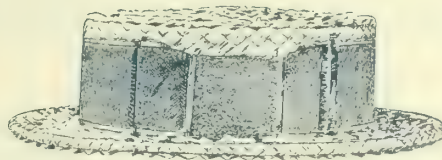
Case lots a specialty.



## The ANDERSON & MACBETH CO.

LIMITED.

58 Bay Street



Toronto, Ont.

## To the Hat Trade:



For the coming season we are showing the largest and choicest range of Wool and Fur Felts in stiffs and fedoras ever offered to the trade. We enjoy special facilities for doing the Cloth Cap and Straw business right, our prices and terms being second to none.

## To the Fur Trade:



We can insure prompt delivery of repeat orders in Fur Goods. Prompt attention to letter orders.

## James Coristine & Co., Limited.

469 to 475 St. Paul St., MONTREAL.



ESTABLISHED

1859



# A GREAT UNDERWEAR COMBINATION

Not of large mills, but of the best points  
in underwear. : : : : : : : : :

THEY ARE FOUND IN ❁ ❁ ❁

## Turnbull's Full-Fashioned

— AND —

## Perfect-Fitting . . . Ribbed Underwear

Ladies', Men's, Children's and Infants'. New Styles, New Shades, New Stitches. Perfect Comfort, Perfect Fit, and made to sell at popular retail prices, in SILK, CASHMERE, NATURAL WOOL, LAMBS' WOOL and MERINO.

All our Full-Fashioned  
goods have this tab  
sewn on —————



SPECIALTY :

Fancy Striped Sweater Jerseys and Tights.

# The C. TURNBULL CO., OF GALT, Limited

GOULDING & CO.,

30 Wellington Street East, TORONTO.

JOSEPH H. WEY,

7 Bastion Square, VICTORIA, B.C.



ESTABLISHED 1868.

# STOREY'S MANUFACTURES

are

Standard for Excellence of  
Material, Fit, Style, Work-  
manship and Durability.

♦♦♦♦♦

**Gloves** • New and desirable  
lines. . . . .

**Travelling Bags** •

The latest designs and newest  
leathers. . . . .

**Leather Belts** •

New patterns and styles of  
excellent value. . . . .

During the 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves, Mittens and other goods. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



TANNERIES

# W. H. Storey & Son

THE GLOVERS OF CANADA.

— AGTON, ONT.



## SPRING OUTLOOK IN WESTERN CANADA.

PLACING ORDERS LARGE OWING TO RISING MARKETS—A GLIMPSE OF SPRING STYLES  
IN MILLINERY, DRESS GOODS, ETC.—THE NEW WHITLA WAREHOUSE.

From THE DRY GOODS REVIEW'S Special Correspondent.

WINNIPEG, December 16.

**P**ERHAPS the hardest thing in the world is to get business men to talk news for a Spring number during the rush and bustle of the holiday season. You call and explain. Oh, yes, they say, that is all right, but it is too early to talk Spring number yet. Copy in Toronto before the end of December! Rubbish, that is far too early; well, if you must have it call so and so and we will have things ready. You call, but, alas, things are no more ready than they were a week before. You call once more and are politely shown around, with the inward conviction that your guide wishes you in Halifax or South Africa. Nor can you blame him. He is only trying to do three days' work in one and finds the effort exhausting.

The wholesale houses are simply crammed with beautiful things for Spring and Summer, and the full lines are by no means all here as yet.

Year by year the retail merchant looks more to his local houses to supply his needs at short notice, and nobly the wholesalers are responding to the appeal. The long distance from manufacturers and from the Coast necessitates very large capital, the most patient and observing attention to detail as well as a considerable amount of prophetic instinct, and, as Mr. Fred. Drewry so well pointed out in his retiring address to The Commercial Travelers' Association, these matters are so well arranged that a man in the remotest parts of the Northwest Territories buying his clothing from the travelers of up-to-date houses may wear the same in London or Paris without occasioning remark and without feeling old-fashioned or conspicuous.

Although, as already stated, it is too early for very definite news with regard to the volume of Spring trade, the orders already pouring in indicate the largest trade in the history of the country. The advance orders for Spring are even now far ahead of any previous year at the same date, and the travelers have not been out for a month. Two reasons are assigned for this—one, the increased demand owing to the prosperous condition of the country, and the other, the rapidly advancing prices in almost all lines—which urges the wisdom of placing orders in time to avoid still further advances. Most of the wholesale houses here bought large stocks sufficiently early to more nearly approximate last year's prices, but have warned all buyers that when these stocks are exhausted it will be impossible to replace them except at greatly increased prices. Never before have travelers received so many advices from their houses as to not selling lines at prices first quoted, because they cannot be repeated.

### MILLINERY.

In regard to things to be worn, it is, perhaps, well to start with millinery, as samples in these lines were first to hand.

**SHAPES.**—In D. McCall & Co.'s rooms there is nothing startlingly new in shapes, though the general outlines are more graceful and less extreme than those of the last Spring season. Trimmed goods are, of course, not shown yet, but in ready-to-wears and untrimmed goods these lines are full and many

of them very elegant. In ready-to-wears, tam crowns are much in evidence, and some of these shapes are very pretty. They are shown principally in fancy mixed braids with velvet bands. Some show tam crowns of white rice straw with brims green, black, brown, lavender and white. Rough-riders will be popular in fancy straws with the inevitable quill. The Dearborn is a dressy looking hat with large bow at side of front of colored ribbon edged with straw. The Vendome is a popular shape for young married women. The brim is rustic straw, with split straw crown and slight droop back and front. The Newburn is a modification of the tire brim done in rough straw. There is little change in the style and shape of sailors, but split straw seems the first favorite as to material. In shapes for trimming, turban effects are more in evidence than for several seasons.

**TRIMMINGS.**—Flowers are very strong, particularly large silk pansies and foliage, though all varieties are shown. The straw mounts so popular about 30 years ago, have been revived, and are shown in combinations of tuscan gauze, jewelled and sequined net. Botting silk mounts with rustic edges are also among the novelties. Ribbons—Taffetas, brilliant finish, with drawn work edges and pastel shades, are the latest. In piece trimmings, the most effective are the metallic gauzes, in silver, gold and color shades. Chiffons and brillianturs are all good.

The D. McCall Co. will have a fine opening early in the season. Whether any other house intend having a Spring opening, your correspondent could not learn.

### CLOTHING.

W. J. Peck & Co. report Spring advance orders coming in rapidly.

Myron McBride & Co. have already found it necessary to repeat many of their lines in order to keep up with demand. In men's underwear, the line coming to the front just now is the mercerized goods of all kinds. They are quite as handsome and durable as silk, and more sanitary and less likely to be ruined in the washing. These goods are shown not only in woven lines, but in the outer satin shirts also. Linen shirts with silk fronts are popular this season also, and their range of regatta shirts is enormous. Some idea of their trade in this line may be gathered from the fact that in one line alone 125 dozen arrived here, and they had just mailed a repeat order.

Bicycle goods are strong for the coming season. Coats and vests of blue serge, with plaid or striped knickers, will be the popular style. Linen goods, particularly hats, are well to the front.

**HOSIERY.**—This house makes a specialty of ladies' hose, and the lines shown are very fine. Black and tan predominate, but they show a specially dainty line of lisle hose, in plaids and stripes. They find it a matter of regret that they have to buy knit goods from American markets, as Canadians have failed to supply the demand. Men's bicycle hose show legs in solid black, with colored tops. A heavy trade is done in overalls, which, owing to the scarcity of denim, have advanced 68 to 70c. per dozen. As far as possible, the house handle the union label goods, which give great satisfaction. Myron

# MADE IN CANADA.

The Productions of our Mills include :

**Tweed Suitings—medium and fine.**

**Worsted Suitings—fine.**

**Worsted Suitings—coarse, made from Canadian wools.**

**Trouserings—in both Tweed and Worsted.**

**Overcoatings and Whipcords for Spring and Fall.**

**Meltons—fine.**

**Beavers—fine.**

**Serges—coarse and fine.**

**All piece-dyed blues and blacks are indigo—  
Stamped "INDIGO DYED" every three yards.**

**Everything we make is of wool—we use no cotton whatever.**

We take this occasion to state that, although the prices of the better class of wools have advanced during the year fully 70 per cent., we are determined not to lower our standard by the introduction of cotton or adulterated materials in order to keep goods at old prices.

Prices as low as consistent with the increased cost of raw material and of manufacturing generally.

We are constantly designing new patterns and fabrics, and the ranges for the coming Spring will be found very attractive. Ask your wholesale supply house to see them.

We make to order and sell to the wholesale trade only.

---

**ROSAMOND WOOLEN CO.**

**ALMONTE, ONTARIO.**



McBride & Co. attribute the heavy placing orders this early in the season to the desire to escape the advancing prices.

#### DRESS GOODS.

Every year it seems as if the limit of beauty in color, pattern and texture had been reached, and yet there is always something still more beautiful produced the following season. This is especially true of the black crepon effects which still continue to be so popular. The latest patterns this season show more scattered design in general effect, but with more closely woven threads, so there is not so much danger of pulling. The spaces between the pattern are silky and almost as thin as grenadine. Two of the most popular patterns are basket-weave and true-lover's knot. Black and white in all lines of woollens are very popular, while in coverts, which are finer and lighter in texture, fawns, sage greens, bluettes and steel greys are the best shades. Tweeds in broken plaids are especially good for Spring, while French poplins in pastel shades will be very much worn later in the Summer.

In Summer and blouse silks the colors are all more or less pastel shades. One line of Oriental silks shows a silver crescent and star on backgrounds of the palest mauve, tuscan, green, pink, butter shade, and black.

Mercerized cottons, in all designs and shades, lead, while ginghams, both Scotch and Canadian, the latter as fine as the former, are more silky than ever. Muslins are dreams of beauty, but perhaps the best shown is white organdy with satin stripe, up which run tiny blue morning glories. It made one catch one's breath and think of Summer mornings.

White piques, bedford cords, lappet and madras muslins, knotted piques are just a few of the designs in white goods that will be popular. These lines were all shown your correspondent by Mr. Wilson, of Hobart, Sons & Co.

#### THE NEW WHITLA WAREHOUSE.

Your correspondent had the pleasure, the other evening, of being shown through the magnificent new warehouse just erected by R. J. Whitla & Co., and it is certainly, both for capacity and convenience in doing business, one of the finest to be found in Canada. It is situated on the corner of McDermott avenue and Arthur street, and commands a full view of Main street. Its dimensions are 60 x 122 feet, and it contains six flats. The materials used are Indiana stone and brick, and this, with the handsome plate-glass windows, gives it a fine appearance. Metallic ceiling has been used throughout, and, this being painted in light colors, gives the whole warehouse a bright and cheerful appearance. The shipping facilities have had very special attention, and there is a covered platform running the entire width of the building, which is large enough to receive several carloads of goods at once. The entrance is on McDermott avenue, and is very massive, with finely designed solid oak doors. On the first flat, to which it leads, is situated the offices, and on this floor are to be found fancy colored cotton goods and domestic woollens of all kinds. The second floor is used for dress goods, silks, housefurnishings, carpets, linoleums, etc., and the third floor has a beautiful display of smallwares of every description, gloves, hosiery, laces, and also men's furnishing goods. The entry and packing-room is situated on the fourth floor, and is a fine room, 62 feet square, with splendid light and ventilation, and every facility for handling goods quickly. The basement, which is one of the best flats in the building, is filled with heavy staple goods, and looks as if large preparations had been made for the coming season.

The fifth flat has been left unfinished, as far as ceiling is concerned, for the present, and makes a good reserve room,

to be used as soon as the increasing trade demands it. The large amount of space enables R. J. Whitla & Co. to create new departments and carry a larger line of goods, so that every requirement of the mercantile community can be supplied. The building is heated throughout by the single pipe steam system, and has been found already to be very warm and comfortable. It is protected against fire by being provided with stand-pipe, and sufficient hose on each floor to throw a stream of water at a moment's notice into any part of the building. No greater evidence of the prosperity and advancement of this firm can be given than in the erection of so fine a building for their rapidly increasing trade, and their enterprise in providing such accommodation for their business will, doubtless, lead to further success. Owing to their moving confusion, dress goods could not be seen, but Mr. Campbell very kindly took me over the smallwares and fancy goods, and their name is legion. This is a season of neck decoration for womankind. It would be difficult to imagine anything in neckwear that would be considered outre or extreme. Ties, fringed, with honiton ends, chiffon ends, chiffon ties, gauze ties, silk scarves a foot wide and  $1\frac{1}{2}$  yards long; lace scarves, which may be worn for sashes around the waist, across on shoulders like a fichu; bow ties, with long ends of white or colored satin; four-in-hands, etc. The display made one's head spin. Then came the long list of fichu effects and yolk collars in wrought lace, honiton, satin ribbon, and what not. The effects are beautiful in the extreme. It would be difficult to imagine a more stylish costume for a pretty woman than a gown of French grey, with no decorations but a Priscilla fichu in butter lace and dead white satin ribbon.

#### LACE.

All-over laces for yolks and insertions are shown in great variety, while the newest style is a wavy guipure effect with colored spaces between. The laces are all pretty much along the Renaissance style, and are very greatly in demand.

The house carry an immense line in hosiery, and the French fancy for white hose for women has been taken note of here, but is not likely to be popular.

READY-MADE SKIRTS AND BLOUSES.—The blouse is as popular as ever, and the increased demand for ready-made skirts seems to warrant its continuance. In mercerized cottons and crashes these skirts are very good sellers.

I will close by wishing all the readers of THE DRY GOODS REVIEW a Happy New Year.

E. C. H.

#### DRYGOODSMEN ELECT OFFICERS.

The annual meeting of the Wholesale Dry Goods Association, of Montreal, was held December 13. The president submitted a report of the business transacted during 1899, and the following officers were elected for 1900: President, Mr. James Rodger; vice-president, Mr. James Slessor; treasurer, Mr. George Sumner; directors, Messrs. Thomas Brophy, A. Racine, R. N. Smyth and Ben. Tooke.

Mr. R. W. McDougall, who has represented the association on the Council of the Board of Trade for the past year, was chosen for re-election. On the motion of Mr. E. B. Greenshields, seconded by Mr. James Slessor, a cordial vote of thanks was passed to the retiring president, who had occupied the chair for two years, and had taken great interest in the association.

Fancy striped and spotted chiffons and crepe de chenes, in evening shades, are much in demand, and are used both as trimmings, insertions, and dress fronts, with very beautiful effect.

One of Canada's leading merchants writes: "I am compelled to admit that the Northway Garment is equal in style and more perfectly tailored than any foreign-made garment I can buy."

# THE NORTHWAY GARMENT

We recognize the fact that if Canada is to take her proper place in the manufacturing world, it must be done by placing on the market goods that are not only the equal of, but just a little better than, those made in any other country. In placing the

## NORTHWAY GARMENT

in the hands of Canadian merchants, we do it believing that we are giving them an article which they can sell with every confidence of satisfaction to their customers, and have a better margin of profit.

**THIS MONTH** we would call particular attention to our

**All-Wool, Basket-Weave Homespun Costume,  
Fancy Mercerized Lining coat sleeve, box-pleated  
skirt, one of the most perfect garments of the  
kind ever placed on the Canadian market.**

Our travelers are on the road, but they may not reach you soon enough. Write us and we will send full particulars.

## JOHN NORTHWAY & SON

32 Wellington St. - TORONTO.

The Northway Garment is always perfect in style, fit and finish.



## YOUR...

Printing for 1900 will be done neatly, accurately, expeditiously, and in the very best style if placed in our hands.

## WE DO...

all kinds of color printing, and give special attention to this particular class of work.

# Job Printing

of every description.

Our reputation for doing first-class work is widely known throughout the Dominion. We do our best to please every customer and that is why our business has grown so rapidly.

## THE MacLEAN PUB. CO., Limited

26 Front St. West  
TORONTO

Board of Trade Building,  
MONTREAL

## WE PRINT

Catalogues  
Circulars  
Folders  
Pamphlets  
Business Cards  
Tickets  
Statements  
Letter Heads  
and  
Commercial  
Work  
of all kinds.

Estimates Cheerfully  
Furnished.





# HANDSOME BLOUSE WAISTS

CUT from the latest FRENCH PATTERNS.

## THE Sailor Collar

is in great demand.

Made in large assortment.

A call when in city will repay you.



## THE White Yoke

is another popular seller.

Made in fifty designs.

Remember our address for the Openings.



### ALL OUR WAISTS

Have the New Pique Collar.

New One-Piece Back.

Made in all Popular Cloths.

Prices, \$6.75 to \$36.00.

Silk Waists, \$2.50 to \$10.00 each.

## Newest in Homespun Skirts {

To Retail

\$4.00 to \$7.50.

Made in all the latest cuts.

Plaids the Rage—We have all kinds.

Wash Skirts in 100 designs.

Novelty Crashes, Fancy Trimmed and Piques with Insertion.



**FAULTLESS**

In Cut  
and Finish.

TO RETAIL, \$7.50 TO \$25.00

PLACE THESE ON YOUR LIST  
FOR OPENINGS.



STYLE 830.



STYLE 812.

MADE IN THE POPULAR  
**Canadian Homespuns,**  
**English**  
**Irish**

Plain, Fancy and Plaids.

ALSO

**Ladies' Cloths and Serges.**

**EXCLUSIVE**

In Design  
and Patterns.

**EQUAL TO BEST ORDERED  
WORK.**

ALL THE LATEST CAN BE SEEN AT  
OUR WAREROOMS.



STYLE 808.

50 Designs, in our Costumes, TO RETAIL,

\$12.00 to \$15.00

50 Designs, TO RETAIL,

\$16.50 to \$20.00

COATS—Cut in six different styles.

SKIRTS—In single seam, box pleat, double box pleat, one-piece and new French backs.





**WE MANUFACTURE**

METAL CEILINGS,  
METAL SIDE WALLS,  
"SAFE LOCK" SHINGLES,  
STANDING SEAM ROOFING,  
LARGE AND SMALL SIDING  
O. K. STOVE PIPE THIMBLES,  
CORNICES, FINIALS.

All kinds of metal goods for all kinds of buildings.  
Ask for catalogue and estimates.

**THE METAL SHINGLE & SIDING CO.**  
PRESTON, ONT. ... LIMITED.

## Newspaper Information.

We can supply you with the comments of the newspapers on any subjects that interest you. Personal items, political articles; in fact, anything that appears in any Canadian publication can be procured from us. We read the newspapers for you better and cheaper than you could do it yourself. Send a post card for particulars.

### CANADIAN PRESS CLIPPING BUREAU

Telephone Main 1255. 505 Board of Trade Bldg., MONTREAL, QUE.  
" 2148. 26 Front Street West, Toronto.

A. H. CAMPBELL, President. R. H. TOMLINSON, Manager.  
**ESTABLISHED 1877.**

## THE BRITISH CANADIAN LOAN AND INVESTMENT COMPANY

LIMITED

Head Office: 25 Adelaide St. E., Toronto

Capital Subscribed - \$2,000,000  
Assets - 2,003,000

**MAKES LOANS** on all classes of Real Estate Securities.

**PURCHASES MORTGAGES**, Municipal Debentures, etc.

**ISSUES DEBENTURES.** The Company also receives money on Deposit, for which Debentures are issued for three to five years with interest coupons attached, payable at its bankers, free of expense. Clergymen, trustees, and others having money to invest will find these Debentures a handy investment. Apply to the Manager.

## DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,  
Cottons, and Velveteens,  
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

### BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.  
287 Yonge St., Toronto.

123 Bank St., Ottawa.  
47 John St., Quebec.

## THE FOLLOWING

is a partial list of the  
Goods we Manufacture:

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

(the best and cheapest  
machine made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply  
both Light and Heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

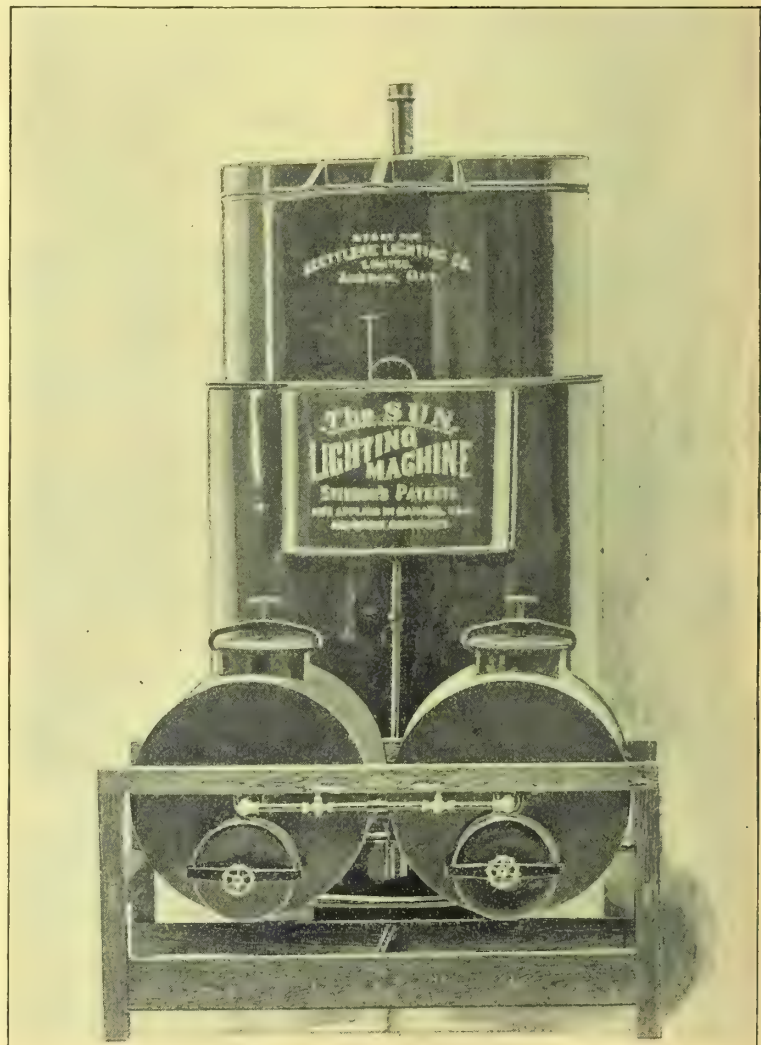
The "Crescent" Acetylene Burner,  
Acetylene Gas Meters, etc.

We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

**The Acetylene Manufacturing Co.**

Head Office, LONDON, ONT. LIMITED

Capital, \$300,000.



# COOKSON, LOUSON & CO.,

Neckwear  
Manufacturers

Importers of Men's Furnishings

## MONTREAL

1897



1900

|                 |                            |
|-----------------|----------------------------|
| ARMLETS         | COLLARS, all kinds         |
| BRACES          | CUFFS                      |
| BELTS           | CUFF BUTTONS               |
| BATHING SUITS   | COLLAR BUTTONS             |
| CAPS            | GOLF HOSE                  |
| CUFF HOLDERS    | GLOVES, all kinds          |
|                 | HALF-HOSE, all kinds       |
|                 | HOSE SUPPORTERS            |
|                 | HANDKERCHIEFS, all kinds   |
|                 | MUFFLERS, all kinds        |
|                 | NECKWEAR, Our Specialty    |
|                 | SWEATERS                   |
|                 | RUBBER COATS, best makes   |
|                 | SHIRTS, Endless Variety in |
| WHITE SHIRTS    | BLACK SHIRTS               |
| REGATTA " "     | OUTING " "                 |
| SOFT FINISH " " | TOP " "                    |
|                 | UNLAUNDERED SHIRTS         |
|                 | SHIRTS and DRAWERS         |
|                 | all kinds, for all seasons |
|                 | SCARF PINS                 |
|                 | TIE HOLDERS                |
|                 | TIES, (We Shine in these)  |
|                 | UMBRELLAS, All Prices      |
|                 | Etc., Etc., Etc.           |



ARTISTIC NECKWEAR.

TRAVELLERS NOW ON THE ROAD.

## Letter Orders

PROMPTLY ATTENDED TO.

Kindly give us a trial order.  
(Glad to see you when in Montreal.)

# COOKSON, LOUSON & CO.

14 St. Helen Street,

— MONTREAL.



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1900 - SPRING - 1900

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**UNDERWEAR**  
AND  
**HALF-HOSE . .**

Our travellers are now out with a very complete range of

**PLAIN, STRIPED and FANCY SHADES in**  
**Balbriggan Underwear**

ALL PRICES. EXTRA SPECIAL VALUES.

**HALF-HOSE...**

In this department we are particularly strong. **Hermesdorf Dye,**  
Black Cottons, seamless heels. Black Cashmeres include our  
well-known numbers,

**3758, 3759, 3760, 3765, 3809.**

**BICYCLE HOSE...** Again a Drawing Card with us.

**AWAIT OUR SPECIALTIES**

**MATTHEWS, TOWERS & CO.**

73 St. Peter St.

 **MONTREAL.**

1900

SPRING

1900

# Men's Furnishings

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Matthews, Towers  
& Co.



73 St. Peter Street  
Montreal

## WHITE SHIRTS

Our own make. All prices.

## NEGLIGEE SHIRTS

Every price and style.

## WOLFF & GLASERFELD'S GERMAN SHIRTS and COLLARS

Always in stock.

## ENGLISH COLLARS

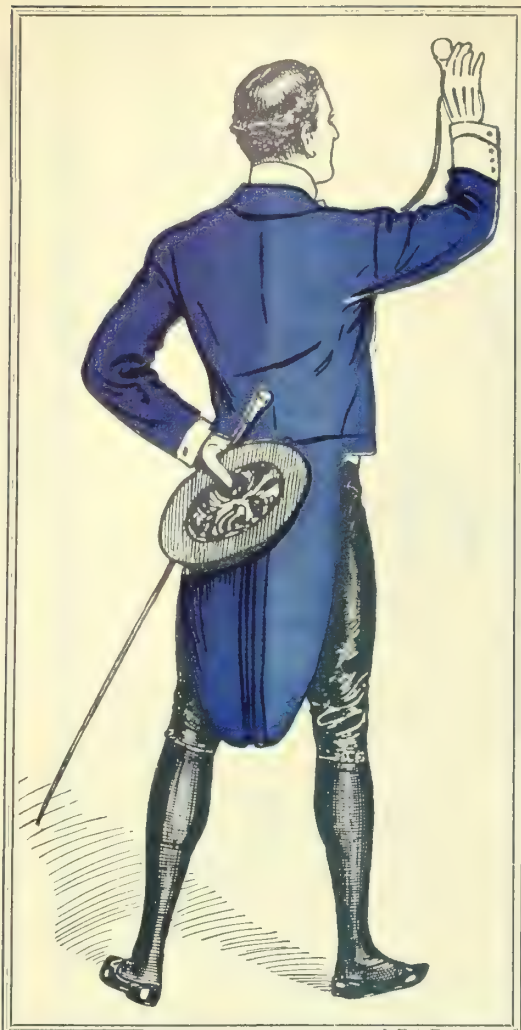
All styles and prices.



# Matthews, Towers & Co.

73 St. Peter St., MONTREAL.





## Men's Furnishings

Practical wisdom and keen perception are necessary elements to success in any line of trade, and nowhere, perhaps, more especially than in the department of men's furnishings. In our larger cities particularly, there are several distinct classes of buyers, and each must be treated, not according to any definite rule of politeness and tact that can

be laid down in black and white, but as the exigencies of the case demand. THE DRY GOODS REVIEW has always avoided, as far as possible, curtain lectures on the behaviour of clerks, and for two good reasons. Firstly, THE REVIEW'S experience, with few exceptions, has been of a pleasant nature in this regard; and, secondly, when ordinary good breeding is not inculcated before entering service in the store, the clerk is not apt to benefit much by the perusal of short homilies upon good conduct.

There are, however, certain points which a master in the selling art never allows to escape him, and one of these is to study as much as possible the character of the customer, or probable customer, with whom he has to deal. Mistakes are always liable to occur; but it is surprising how accurately an old hand can gauge the prospects, almost before the article has been asked for.

The natural division which at first sight suggests itself is that between the well-to-do and those of more slender means; but this is no criterion by which to determine the attitude of the prospective buyer. It requires no "second sight" to distinguish the well-dressed man from the poorly clad, and, as a matter of fact, these two classes don't usually frequent the same dealer's store. As to the latter class, the question of what they really want is an easy one to decide. They are seeking the very cheapest goods you can offer, and can only afford to purchase such. The difficulty is more with the first mentioned people. They may be subdivided roughly into three kinds: (1) There are those who wish to make the

best possible show on the least possible outlay. (2) There are those who wish to dress well, but modestly and moderately; and (3) there are those who invariably demand the most costly article, apparently having no other guide to their judgment than the price.

Now, when a man enters the store and asks to be shown the best shirt you have, what are you going to do? Are you going to trot out the most expensive goods you have in stock, and state the price, assured of making a straight sale? In nine cases out of ten, no! Just consider. He may belong to any one of the above named classes; and the chances are that he does not belong to the last. It is by far the smallest class of the three. Here is where discretion and good judgment come into play. Why, then, does he ask for what he does not want? Well, it is a curious way some people have, and yet not so curious after all. His meaning in most cases simply is that he wants you to furnish him with a good reliable article. He is imbued with the idea, in some way or other, that unless he makes such a demand, you will not be properly seized of the necessity of producing this; and very often nothing is further from his thoughts than paying a fancy price.

Your object is to make sales, and to make them satisfactory to the buyer as well as to the house. Consequently, your aim must be to ascertain exactly what the inquirer really will be satisfied with, both as regards price and style. Some clerks have a way, when asked if they have not a higher line of goods than the one shown, of saying: "Yes, but it is very expensive." That would strike terror into the heart of the most daring spendthrift. If a good article has been inspected, there is little need for such warning. The customer who maintains a good moderate style, and is willing to pay a good price for the same, is the most satisfactory in the long run. He is the steadiest, and the least subject to whims and fads of one kind and another. He does not try to beat you down, neither is he continually asking for something you haven't got.

It must be added that among all ranks and conditions of men are to be found those who are entirely unreasonable; and with some of these it is truly hard to deal. A party will buy a shirt with cuffs and bosom for \$1, and expect that shirt to give him as good wear as the shirt without either cuffs or bosom, when he pays perhaps 50c. for cuffs alone. Such foibles as these are common, and a little intelligent explanation on the part of the clerk would obviate difficulties. Most people would be convinced on a point like this if the matter were explained. Here is the advantage in a salesman being something more than a mere machine to measure out the amount of goods bought. An intimate knowledge of the subject is of particular importance.

A merchant the other day spoke of an instance of unreasonable demands. One of those people who are always looking for something they know they can't get asked for genuine French cambric nightshirts. It is safe to say there are not

# Tooke's "Methuen" Puff..

— FOR SORTING.



The "METHUEN," \$4.50.

Tooke Bros., Limited  
MONTREAL.

Manufacturers of  
Neckwear.



**MEN'S FURNISHINGS—Continued.**

two dealers that carry such a line ; but, as luck would have it, this particular dealer is one who thinks during his leisure moments, and one day while he had his thinking cap on it occurred to him to have a few nightshirts made of this stuff. He was ready, and produced the article required. "Oh, all right, thank you. I don't want any just now, I merely wished to ascertain whether you kept them." This is an example of the putting on of airs, which is, happily, limited to a very few. Most people have not time for that sort of thing.

There is an evil which I have seen under the sun. Some clerks, when anxious to recommend the very nicest thing in ties, or the like, are accustomed to add, "In fact, I wear it myself." This, no doubt, seems to them the best guarantee of good taste and good quality ; but it is a dangerous statement, and a touchy customer may easily take umbrage.

**Overdoing  
New Ideas.**

The Americans are great people, great business people, that is to say ; and they are never satisfied unless they have something newer and better than anyone else. The quality of newness, however, seems to attract them rather than that of reliability. They are apt to run to fads. Anything at all to engage public interest and attention. There are always some novelties being brought to notice, which will be of untold and extraordinary benefit in every way. American dry goods and men's furnishing papers have been speaking of some novelties in the shirt line that were likely to have tremendous sales. Among these are the "Ventilated" shirt and the "Suspender" shirt. Both these ideas have been experimented upon before, and found wanting in practicability. The "Ventilated" shirt was tried some years ago, and did not take. The idea is that the circulation of air will prevent the catching of cold. The shirt is made of lightweight material, with plaited bosom, and underneath each plait is a netting which permits the air to circulate. As to the "Suspender" shirt, certainly there would be a convenience in the doing away of suspenders ; but a great many dealers are sceptical as to its utility. Speaking of these goods, a leading trade journal across the line, says : "The features are so new and so practical that there is no doubt but that all the buyers of men's furnishing goods who are anxious to introduce a quick-selling novelty will place orders on these shirts for the coming Spring." Whether the proposed articles can lay claim to either of these qualifications is a question. For all the talk of our taking our fashions from New York, it is a noteworthy fact that a large part of our city trade is done with American customers, which goes to show that we are not so very far behind as some would like to make out, and there is no reason why we should fail to be as far ahead as anyone.

**Hints in Easter  
Neckwear.**

General opinion seems to indicate that the fashion of loud stripes in neckwear, which has obtained to such a large extent recently, is on the wane, and that in its place will succeed that of set figures. Surah, repe, grenadine, and basket-weave grounds are gaining steadily in popularity, black, purple, national blue, and jack red being the principal ground colors. Tooke Bros., Limited, Montreal, are showing a large range of these new goods for Easter trade. While flowing ends are still in favor, there is considerable demand as the cold weather comes on for puff ties. They serve the purpose, to some extent, of a cold weather scarf. Tooke Bros.' "Methuen" has the effect of the "Imperial," and is something new for sorting. Lately,

for Summer goods, cotton has been the material in preference to others. There is now a feeling that cotton goods in this department are dead. Those who have returned from New York state that such is the case in that city. Cotton goods are being replaced in the United States and Canada by silk flowing end ties, or handkerchief scarves.

Styles in neckties change very rapidly, and some dealers have felt in the past that, in order to be strictly up-to-date, it was necessary to import from the New York market. This was very true, but it is now pretty much a thing of the past, and Canada is able to hold her own. It is said that those who imported during the past season gained practically nothing, and many merchants claim that they can keep equally as close with the times by making their selection from wideawake Canadian manufacturers, and get better value for their money. Tooke Bros., Limited, are giving this branch of their business special attention, and there is always to be found in their extensive range the latest styles. They claim that no dealer will be behindhand, who selects his shapes from the handiwork of their designer.

The "Tandem," or double end tie, introduced by Young & Rochester, London, Eng., is of the flowing end handkerchief style, but, coming in neater designs of stripes in various shades and widths, the "Tandem" can be tied with plain knot and stripe ends or stripe knot with plain ends. It has been a great success in England, and is selling well here. Best shades are black with white stripe and black with red stripe.

**Trade Items in  
Men's Wear.**

Toronto wholesalers express satisfaction with the outlook for Spring. Buyers are placing their orders early on account of the advancing market, and the better feeling is responsible for the turning of the demand towards goods of higher quality. The Wyld, Grasett & Darling Co., Limited, state that in underwear for Spring fancy striped goods are taking hold of the market well. In half-hose, black cotton hose with natural wool feet are gaining favor because of their hygienic qualities, though fancy stripes, checks, and spots are also in much favor. In shirts, moderate colors in stripes and checks are the prevailing styles. Negliges are being made this season with cuffs attached or detached, the latter being called for considerably of late. The collar to be worn with this shirt is the high stand-up, turn-down, lock-front, with round corners. This house is showing some very fine sweaters in heather mixtures, fancy stripes and checks, both for men and boys. They are also showing a big line of umbrellas for Spring in Congo, boxwood, and horn handles. Some of the lines shown have fine sterling mounts.

**Who is to  
Blame !**

I am going to give a personal experience as a basis for some remarks. I went into a really first-class furnishing store, and ordered a pair of trousers which I wanted for the evening. Before choosing I asked if they could be delivered before 7 o'clock, and was assured they could. After choosing and arranging for them being cut to suit me, I again inquired if they would be delivered in time, sure, and was promised that there would be no difficulty, that the trousers would be in my house in good time. I went away content, for the house is fully reliable. I had an engagement at 8 o'clock, but when the clock was within 10 minutes of that hour the trousers that I depended on were not there. I hadn't another pair that were entirely suitable for the occasion, but the engagement had to be filled, and I had to use the most suitable ones I



STRICTLY FAST COLOR

THE VOGUE LABEL

# STEEL PLATE ENGRAVED LABELS

FOR  
NECKWEAR, SHIRTS, UNDERWEAR, SHOES,  
WAISTS, WRAPPERS, SUMMER CLOTHING ETC.



A FEW OF THE MANY MAKERS AND  
RETAILERS NOW USING THESE LABELS.

## J. L. & M. JACOBS CO.,

(INCORPORATED)

ELM SQUARE BUILDING,  
ELM ST. NEAR BLEECKER, NEW YORK.

WRITE FOR SAMPLES AND PRICES.

ORIGINAL DESIGNS

PROMPT DELIVERY





Having made arrangements early for Woollen Yarns for next Autumn Season : : : : :

# S. LENNARD & SONS

## DUNDAS, ONT.

will be prepared to offer you even

**BETTER VALUES THAN EVER BEFORE.**

The Richard L. Baker Company  
Toronto,

SOLE SELLING AGENTS.



# FLEECE LINED UNDERWEAR

as the demand for this class of goods is annually increasing, and Fleece-Lined Underwear is here to stay

## ... THE ...

# PETERBOROUGH UNDERWEAR CO.

OF PETERBOROUGH, LIMITED,

are preparing for **AUTUMN 1900** by doubling their capacity, and will be offering the best values and variety of production in the market. Make a point of seeing our range before placing.

The Richard L. Baker Company,  
Toronto,

SOLE SELLING AGENTS.

# THE MAPLE LEAF BRAND

of Woollen and Worsted Hosiery  
as manufactured by



Maple Leaf Brand.

...THE...  
**Goderich Knitting Co'y**  
LIMITED



Maple Leaf Brand.

GODERICH, ONT.,

is admitted by all those who have tried it, to be the most perfectly made goods and best values in the trade.  
The only way to feel sure that you are getting Maple Leaf Hosiery, and the best values produced by The Goderich Knitting Company, is to

**BUY THEM DIRECT  
FROM THE MILL**

through their agents,

**The Richard L. Baker Company,  
Toronto.**

*"The true course of business to-day is direct from  
Manufacturer to Retailer."*

## THE RICHARD L. BAKER COMPANY

Manufacturers' Agents

Commission Merchants

**24 Wellington Street West, = Toronto.**

REPRESENTING MANUFACTURERS OF...

## HOSIERY AND UNDERWEAR

DIRECT TO THE RETAIL TRADE  
THROUGHOUT CANADA.



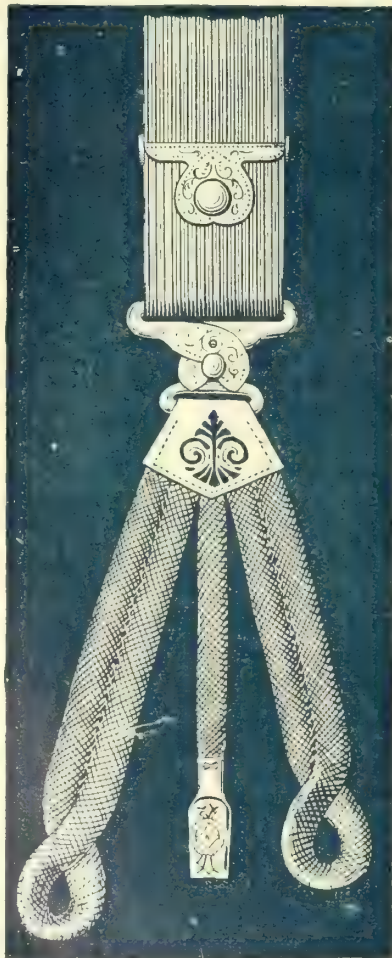
**MEN'S FURNISHINGS—Continued.**

could get. Next morning I went to the furnishing house, and asked the clerk where my trousers were. He opened wide his eyes, and exclaimed, "Why!—Where!—Didn't you get them?" A short hunt discovered the trousers by the cutting-room door. Pinned to them was a card: "By 6 o'clock to-day, sure." The explanation was that the clerk had left them in the regular place for the tailor to fix them, and trusted to this card to make their delivery certain.

That there is something wrong in such a system is self-evident. The clerk, I feel sure, meant that his promise should be kept. The tailor, I suppose, never saw the card marked "sure." But the mistake could easily have been avoided. In a business where it is possible, a clerk who sells any article under a promise should personally see that the promise is fulfilled. Justice to his own reputation as well as that of the house demands it. Where it is not possible for him to personally follow up the sale, the house should have some arrangement by which special requests should be looked after. At any rate, a clerk should never make a promise unless he is certain it can be kept.

**Ingenuity in Suspenders.**

I believe that more ingenuity and time have been spent on the construction of suspenders than on any other article of a man's outfit. New ideas have been worked out by cunning inventors, and the modern suspender is a combination of skill, craft and untiring industry. Take the case of the Manhattan "quick cast-off" buckle, the working of which is pretty well indicated by the accompanying illustrations. This device is a good example of the ingenuity to which I have referred in suspender-making. The inventor wanted to combine simplicity with strength and neat appearance, so he fashioned an article which would operate with a touch of the finger, be easily recoupled, while the harder the pull the closer the catch. The device is now being shown in Canada by the Dominion Suspender Co., on the suspenders with the trade mark "D," and every pair is guaranteed. This company have the sole right to use the patent in this country.



The Dominion Suspender Co.

**The Outlook for Spring.**

Messrs. Cookson, Louison & Co., Montreal, report that they have had an exceptionally good year in all their lines, but more particularly in neckwear. The fact that they have created, to a large extent, their own designs, and that these have proved taking ones, has led to a tremendous run. They claim that for Spring the same stripe effects that they have been showing will again rule, and the trade will be pleased to learn that



The Dominion Suspender Co.

they have reordered these stripe designs in various combinations for Spring trade. These new goods will be shown shortly after the new year.

The shapes most in demand are flowing ends, puffs, graduates and handkerchief scarves. There is no doubt, however, that in the Spring months the bow and string ties will come more into prominence, as these shapes show to advantage the regatta shirts which are always worn very generally. The next season will be a great one for ladies' neckwear, it is expected, in the different combinations and styles. Messrs. Cookson & Louison are showing novelties in this department for Spring.

Mr. Hutchins, who travels for Messrs. Cookson & Louison through Manitoba, the Northwest and British Columbia, was in Montreal for a few days about Christmas, before starting out again on his rounds. He expressed himself as well satisfied with the business done. By far the largest and best sales are those in British Columbia. It is well known that the people of that Province are well off and will have only the best goods. Even the miners, who wear rough enough clothes while at work, are most particular when "on parade." Those who have returned from the Klondyke tell us that there on a Sunday the miners are to be seen arrayed in most stylish and approved costumes. The price of an article never bothers them. In fact, they won't buy cheap.

**The Source of Style.**

Apropos of the men's furnishing trade in the Northwest, it may be noted that Chicago has hitherto borne, and does still bear, somewhat the same relation to Winnipeg as New York does to the eastern cities. A great many Chicago travelers come every season to Winnipeg, and, of course, there is closer connection between the Prairie City and Chicago than between east

January 11 1900  
es. g. a.

*Dominion Suspender Co*  
*Niagara Falls*

Makers of *Trade D Mark* Suspenders  
*Guaranteed*

January  
11 1900  
by es. g. a.

*Niagara Neckwear Co Limited*  
*Niagara Falls*

Makers of *American Styles*  
*Of Neckwear*

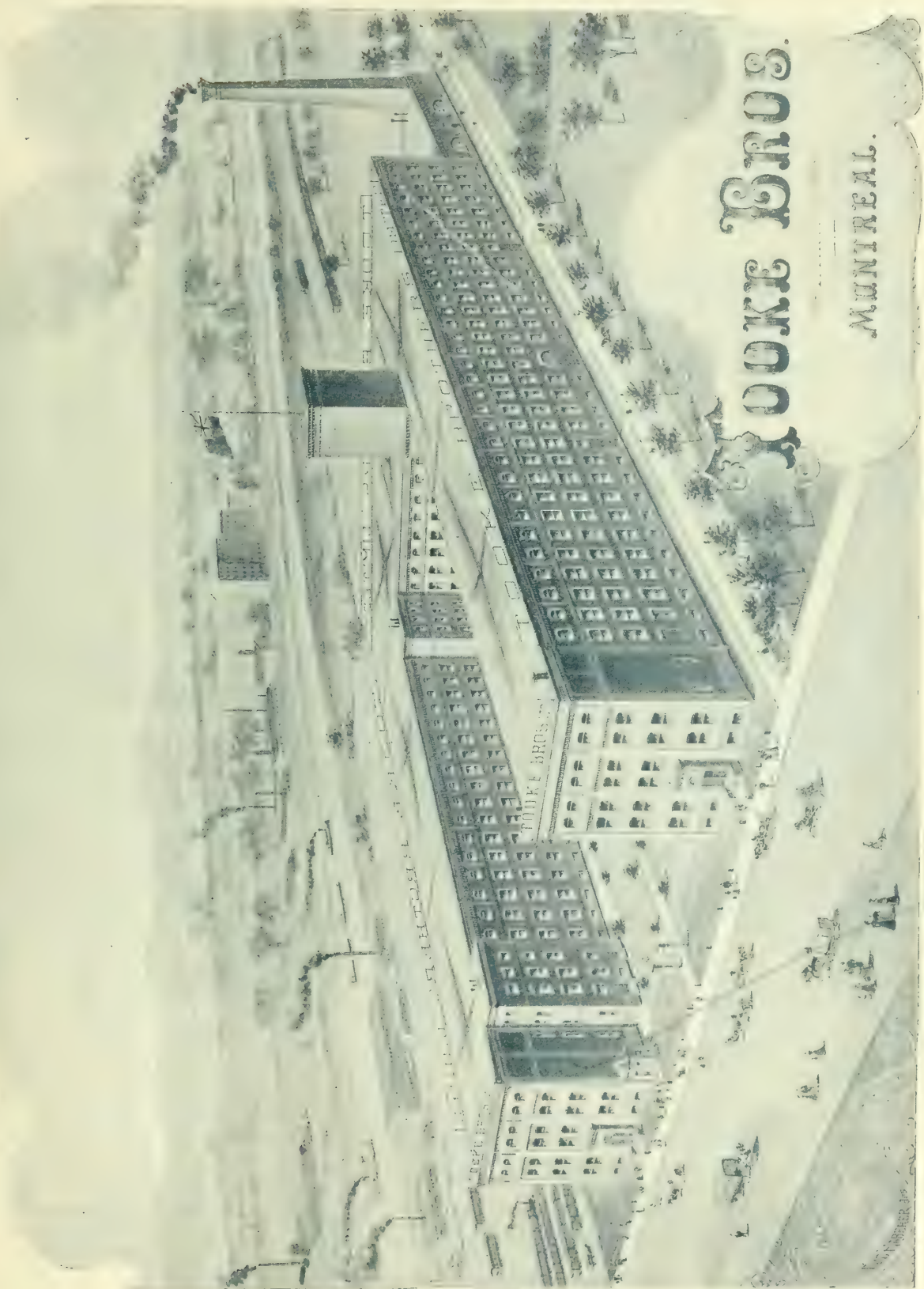




Renew Your Youth by Wearing

**TOOKE'S**

SHIRTS, COLLARS and NECKWEAR.



"WE HAVE A LARGER FACTORY THAN HAS BEEN."



**MEN'S FURNISHINGS—Continued.**

and west. Notwithstanding that such is the case, circumstances show that Canadian houses are more than able to compete with their American neighbors. The large share of business falls to houses on this side. This may be partly accounted for by the fact that Chicago fashions are apt to be rather more daring than Canadians, as a rule, care to adopt; more so than New York fashions. Besides, as is pointed out elsewhere, it is quite possible that our own firms can ascertain and suit the taste of Canadians with their own ideas and designs fully as well, if not better, than by following strictly in the wake of American and English styles. Both of these sometimes need a little adaptation, and that is where there is opportunity for Canadian enterprise.

**What Have  
Been Selling.**

Very little of novelty during the past month was to be seen in merchants' displays. That is to say, really new things. Of course, the Christmastide brought an extremely gay appearance to windows and stores, and the usual methods for attracting public attention have been followed. A noticeable feature has been the wide use made of price tickets, and the display of goods specially suited for Christmas presents. There is, perhaps, no article in the stock of a haberdasher that sells so well during the holidays as the umbrella, and merchants report tremendous demand for both ladies' and gentlemen's goods in this line. Everything in the windows has had a tendency to brightness. The neckwear exhibited has been particularly showy. Fancy vests, smoking jackets, all manner of toilet utensils, gloves, walking sticks, and (needless to say) neckwear have been prominent. Owing to the mild weather the sale of scarves has not been what it might have been had the temperature been lower. Indeed, the holiday trade has suffered considerably. For, although there have been a good many fine days, rain and cloudy dull weather has intermitted so constantly that a bad effect has been produced. Apart from the difficulty of coming in from suburban or country districts when roads are not in good condition, there seems to be a great deal simply in the "feel" of sharp, frosty air which urges the public to go shopping and spend money. The continued mild weather has also had an effect on under flannels, etc. When the cold weather starts in early there is always a heavy demand for these goods; but, when the season becomes far advanced before there is actual need for a change to heavier clothing, many prefer to patch up their last year's garments and make them last the remainder of the Winter. Wool men report a noticeable tendency in this direction. Some displays of underwear have been somewhat conspicuous by their absence. Dealers have gone in extensively for decorating their windows with Christmas specialties in the way of toys. Whether this is advisable or not is open to question. There is no doubt that the window attracts attention, but men's furnishing-ware is quite as popular about Christmas time as any other line, and it seems a needless step to take up entirely divergent lines. No display can be more taking than the haberdasher's, and the range gives scope for infinite resources and ingenuity in the effecting of novelty, variety and attractiveness. Among some things noticed were:

Mocha silk-lined gloves, \$2.  
Oxford mufflers for ladies' wear.  
Silk suspenders, leather ends, \$1.25.  
Real Guyot's braces, 50c.  
Bath towels, 25c. to \$1.  
Handkerchiefs—Men's hemstitched lawn, men's Irish linen, men's initial silk.  
Seamless lined kid gloves, \$1.40; also lined doeskin, \$1.10.  
Dent's fine Scotch knit gloves, 75c.; also fur-lined mitts, \$1.25.

Styles and colors for the coming two months in men's neckties are no longer in doubt. The shape is the long bias-pointed end, flowing end cut on the bias. The color beyond all doubt is purple in its different shades and different combinations with black and white.

The patterns of silk are bold stripes and checks. For the popular demand, all other shades, patterns, and shapes are, for the moment, swept aside, and everything is focussed in the one direction, as above mentioned. While one may speak with almost absolute certainty regarding styles and colors up to April 1, from that on it is a blank, and all prophecy is purely guesswork.

It is generally thought that the kerchief ties and lightweight bordered goods will sell when the hot weather comes again. No doubt, this is right, but the styles, colors, etc., will undoubtedly be very different to what sold last season, and the retail furnisher would be well advised who waited to find out what was wanted before he bought, as buying on guesswork, in a fancy business like neckties, often ends disastrously for the retailer who has been overpersuaded.

**Notes.**

The initial handkerchiefs have had a large sale. They are, of course, specially adapted for Christmas trade.

Men's furnishing houses are now taking stock, and preparing for reception of Spring goods.

The Berlin Suspender and Button Co., of Berlin, Ont., owing to increase of business, are putting up a new factory which will give them over 10,000 square feet of floor space more than they had before in their old premises.

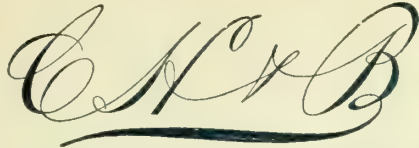
Thomas Norman, representing the firm of Caulfeild, Henderson & Burns, wholesale men's furnishings, left Toronto the last of December for New York, and sailed by the Oceanic for the European markets, where he will buy for next Fall's trade.

The names of people and places that are becoming famous through the war are being inevitably employed for the uses of advertisement. The other day a London shop window contained "Methuen" hats, and a set of ties were displayed which, presumably, not content with being a la mode, took the comparative title of a la Modder.

A leading manufacturer and wholesaler, the other day, who wished to ascertain whether his advertising in THE DRY GOODS REVIEW was making the proper returns, inquired of his traveler: "Do you find THE DRY GOODS REVIEW of any aid to you in your work?" "Well, rather!" was the answer, "I find it in nearly every store I enter, and our ads. are always noticed." This was with reference particularly to the western country.

The Cloak Manufacturing Co., call the attention of the trade to the fact that they have registered a trade mark for their garments, as will be seen by their announcement elsewhere, and that they propose to advertise this brand, thus causing a demand for it among the customers of the retailers who handle it. Every individual garment is branded, so that there can be no mistake about it. The brand is "The Victoria, Tailor-Made."

There is every indication of a continued and increased demand for insertions in guipure, valenciennes, and guipure and val combinations. Black mercerised all-over lace, with insertions to match, are also a striking feature in lace novelties, and are very attractive trimmings.



17 Front St. W., TORONTO.

+ + 1900

OUR SPRING STOCK OF

# Men's Furnishings

is the realization of an ambitious desire to give customers goods of legitimate values, and which are submitted to those who appreciate straightforward representation.

## Exquisite Neckwear

Represented by the latest of Silks and shapes, in Puffs, Four-in-Hands, Club Ties, Bows, and Handkerchief Squares.

## Shirts . . .

20th Century designs, in Summer Negliges, of Madras, Percales, Fine Zephyrs, and Silk Fronts, Shield Bosoms, in the latest design of fine percales.

White Shirts in all staple grades of Full Dress and Unlaundered. Black Sateen and Cotton Shirts are a special line with us. See them!

## Clothing and Overalls

Having paid the most rigid attention to the newest fabrics and correct styles, both in regard to cut and patterns, we are showing for your inspection a complete range in every detail, comprising Fancy Vests, Summer Coats and Vests, White Duck Coats and Trousers, and Tweed Bicycle and Outing Suits.

Neckwear, Clothing and Shirts are all our own manufacture, made on the premises.

The increase in every department having necessitated the acquisition of two adjoining flats, we will be in a better position than ever to execute orders promptly.

Our stock is replete in all lines pertaining to Men's Furnishings, and we wish particularly to call your attention to our

## Hosiery and Underwear Department

a branch in which we excel, and have a name for.

Men's Balbriggan, domestic and foreign, Lisle, Merino, Natural Wool and Cotton Underwear, in selfs, stripes and fancy weave.

Hosiery, domestic and foreign, in Men's Cashmere, Cotton, Lisle, and Natural Wool, in Black, Tan, Vertical and Horizontal Stripes and Embroidered Effects.

Our travellers are now on the road and solicit your careful inspection.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

# CAULFEILD, HENDERSON & BURNS

TORONTO.



## LOOKING OVER YOUR STOCKS.



This is one of the first things to engage your attention, the holidays once over. It is good work for the new year. Know how you stand and you will not likely get into trouble.

Don't be worried if you find more lengths of dress goods on your shelves that are unsalable, because off color, than you would like.

We are saving thousands of dollars to the dry goods and general merchants of Canada every year, by dyeing their goods to the most fashionable shades or some good staple shade.

Our methods of finishing the work are such that the goods go back into your shelves as though they were new from the cases.

Write us for any further particulars.

**R. PARKER & CO.,**

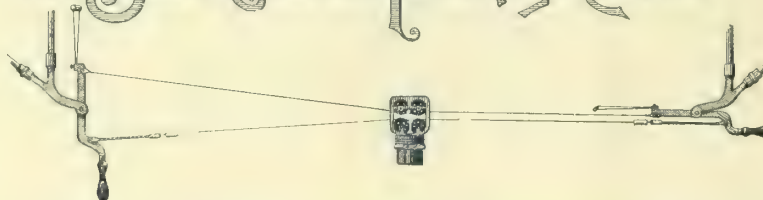
**DYERS and  
FINISHERS,**

**TORONTO.**

HEAD OFFICE AND WORKS: 787-791 Yonge St.

## Cash and Package Carriers.

*The Barr Cash & Package Carrier*



**STORE SERVICE METHODS.**

**Package and Cash Carriers, Pneumatic Tubes,  
Cable Carriers.**

*Mr. Wilson Says* NO CONTRACT TOO SMALL—NONE TOO LARGE.  
*cut.*

RETURNED TO

Send for Estimates, Circulars, Testimonials, etc., to

**THE HAMILTON BRASS MANUFACTURING CO., Limited.**

HAMILTON, ONT.

DEC -9 1901

**ALL THE ADVANTAGES OF  
BUYING EITHER IN**

Supplement to THE DRY GOODS REVIEW.

**TORONTO**

**OR**

**MONTREAL**

**EXTENDED TO THE  
TRADE.**



# The W.R. Brock Company, (Limited)



Toronto Warehouse and  
Head Office:

Cor. Bay and Wellington Streets.



# The W.R. Brock Company, (Limited)

(LATE JAMES JOHNSTON & CO.)

*Returned  
Jan 17/1908  
By Geo. J.*



Montreal Warehouse

JAMES SLESSOR,  
Resident Director.

Cor. St. Helen and Recollet Sts.



ALL THE ADVANTAGES OF  
BUYING EITHER IN

**MONTREAL**

OR

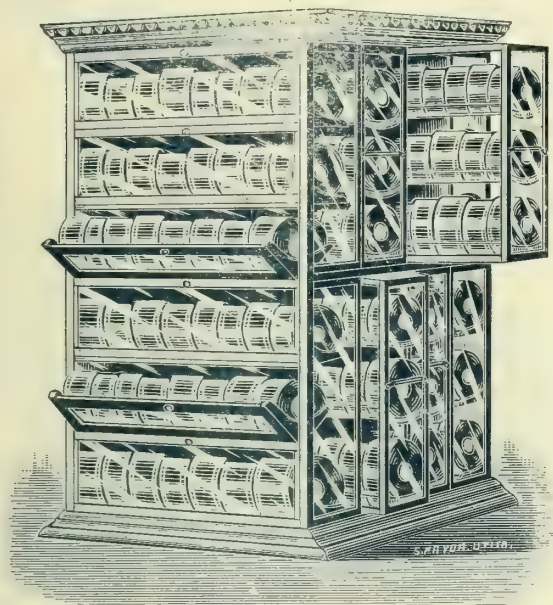
**TORONTO**

EXTENDED TO THE  
TRADE.

# PRACTICAL STORE FIXTURES

## PRACTICAL RIBBON CABINETS.

MADE IN EIGHT SIZES.



NO. 4 CABINET.

### Price List of Ribbon Cabinets.

|                                                    |         |
|----------------------------------------------------|---------|
| No. 0—Size 28x7x27, 50 bolts, No. 7 ribbon .....   | \$ 6 00 |
| No. 1—Size 28x15x27, 100 bolts, No. 7 ribbon ..... | 10 00   |
| No. 2—Size 28x15x38, 150 bolts, No. 7 ribbon ..... | 13 50   |
| No. 3—Size 2 x2 x18, 250 bolts, No. 7 ribbon ..... | 18 50   |
| No. 4—Size 28x25x38, 325 bolts, No. 7 ribbon ..... | 23 00   |
| No. 5—Size 28x31x38, 400 bolts, No. 7 ribbon ..... | 28 00   |
| No. 6—Size 28x37x38, 475 bolts, No. 7 ribbon ..... | 30 00   |
| No. 8—Size 28x47x43, 700 bolts, No. 7 ribbon ..... | 42 00   |

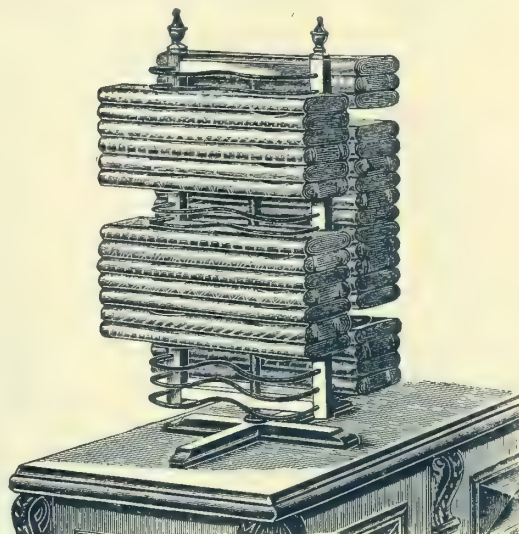
## PRACTICAL REVOLVING COUNTER AND FLOOR FIXTURE.

“Show me  
that  
bottom  
piece!”



KEEPS  
STOCK  
UP.

NO LIFTING  
OR TIPPING  
OVER.



Counter Fixture, [revolving], Height 3 feet 6 inches.....\$6 50  
Counter Fixture, [revolving], Height 6 feet ..... 7 50  
Counter Fixture for Vellings, [new and desirable]..... 6 00

**SOLD BY JOBBERS ONLY.**

Write for Catalogue of Practical Store Fixtures. . . .

**A. N. RUSSELL & SONS,**

Manufacturers, ILION, N.Y.

## BOBBINET RUFFLED CURTAINS.



# LINENS

For Dry Goods and Tailoring Trade,  
direct from the manufacturers, at low-  
est mill prices.

**BUY NOW** ❁ ❁

Prices are steadily advancing.

Orders taken for import, or filled from  
stock carried in Toronto, by our Cana-  
dian representatives,

**PRIME & RANKIN**

22 Front St. West.

Up-to-date Window Drapery

Manufactured by

**Prime & Rankin, Toronto**

Samples sent to  
the Trade.

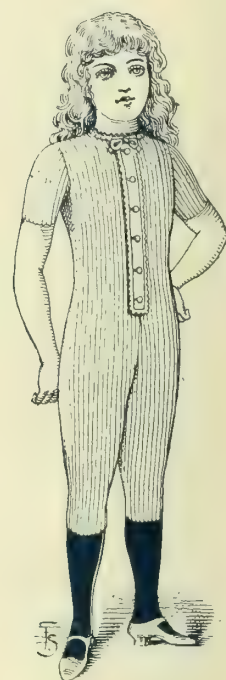
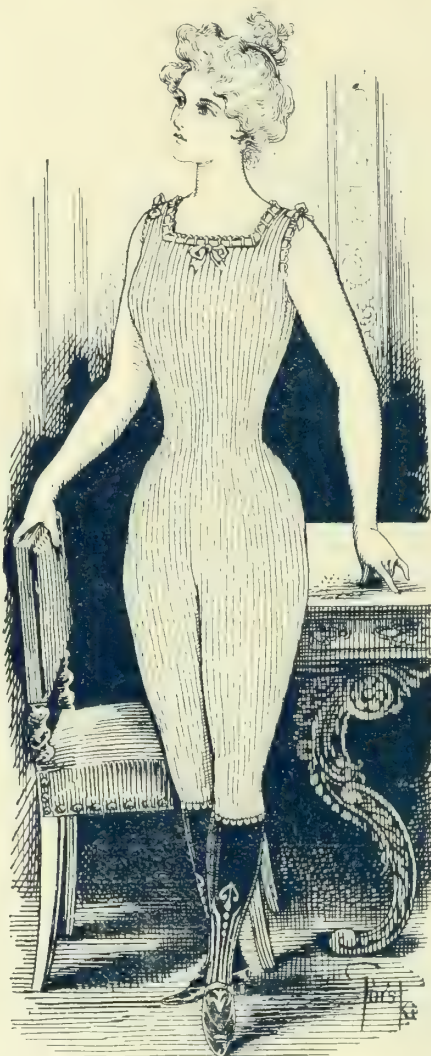
22 FRONT ST.,  
WEST.

**Brookfield Linen Co., Limited**

BELFAST, IRELAND.



# Sharp, Perrin & Co.



Manufacturers of

Ladies' and Children's  
Underclothing  
Baby Linen,  
Children's  
Dresses,  
Skirts, etc.

Write for our illustrated price  
list (230 pages). Mailed free  
on receipt of trade reference.



## 31 OLD CHANGE, LONDON, ENG.

Factories: London and Londonderry.

## WHY BRITISH MANUFACTURERS HOLD ALOOF.

THE question of duties chargeable on commissions is only a phase, and a comparatively unimportant one of the larger question of the tariff. This is a question which most vitally affects our whole trade relations. The DRY GOODS REVIEW has always taken a strictly non-party stand on Governmental issues, its aim being to advance the best interests of the business men irrespective of personal or political considerations. This, indeed, calls for no boast, as where no benefits are expected no clamps are put upon independence of speech. As a matter of fact, we do not seem to have in Canada two policies, especially with regard to commercial affairs. It is just one continuous hail of abuse, from whichever side happens to be in Opposition, rained upon the party in power—for what? forsooth, because they have stolen the others platform. What an exhibition of ignorant ill-temper! Imitation is the sincerest flattery, and it would be well if this were recognized. If nothing worse can be said of a Government than that they are doing what you proposed, better join with them in bringing matters to a successful conclusion than stand by and gibe.

Unfortunately, the one policy which has been pursued by one Parliament after another has been one of fickleness and uncertainty. Now, if there is anything which is detrimental to Canadian commercial interests it is such a policy. True, Canada has not gained quite such a reputation as the United States in this regard; but the British manufacturer is very doubtful, and has only too good reason to be, about the stability of our trading system. Conversation with representatives of large mercantile and manufacturing houses in Britain elicits the fact that it is not high tariff, low tariff or middle-sized tariff that forms the chief consideration, but an assurance of some basis upon which might be built up a satisfactory trade. "For goodness sake," it is said, "fix your tariff and then stick to it." The question asked in relation to the present favorable conditions is: "Do they represent the feeling of the country, or are they simply the result of a party move? In other words, have they a commercial basis or have they a political one? If the former, the opportunities for advancement are incalculable. If the latter, next year may see an entirely different state of things. The Britisher's complaint against the United States has always been that immediately he established some particular line of trade there, somebody is ready with a bill which is calculated to limit and destroy its interests. And the worst of it is that his opinion of Canada has been similarly affected. The proprietor of one of the largest advertising firms in England recently stated in this connection that in money outlay, even Egypt ranked higher than Canada. The cause of this was nothing else but fear lest some radical change in tariff arrangements might at any moment put a new face upon the situation.

Surely it is time that all excuse for such circumstances should cease, and it is to be hoped that we have arrived at a point where confidence may be placed in Canadian trade. We are, of course, a young country, and in a young and ever-changing and developing Dominion such as ours, one must not expect to find the same cut and dried and steadfast modes which obtain in older lands. The rapidly changing conditions do necessitate modifications; but let it be our aim to place ourselves in a position where British trade will not need to be invited, but will seek us of its own accord.

X.

# 35 per cent. off a job lot of "Puritas" Comforters

Regular price, \$23.00.

Sale Price, \$15.00 per doz.

We have sufficient cloth to make only 200 dozen of these comforters. Five hundred dry goods merchants in Canada sell the "Puritas" Comforters. If each one of these only took five dozen, we could not supply one-tenth of the demand. Early application is, therefore, necessary. This is a bona fide offer, subject to goods being unsold on receipt of order. First come first served.

For particulars and sample, address the secretary, mentioning "January Bargain."

## The Alaska Feather & Down Co.

Limited

297 GUY STREET

**MONTREAL.**



# Hundreds of Thousands of "DORCAS" THIMBLES are now in daily use.



They are  
undoubtedly  
the most  
popular  
thimble  
of the day.

~~~~~  
HORNER'S
PATENT.
~~~~~

Made in three parts, the inner and outer being of silver, and the intermediate, steel.

## DO YOU STOCK THEM ?

FOR SAMPLES, QUOTATIONS, etc., write

**H. PEARCE,** CANADIAN AGENT, TEMPLE BUILDINGS, **MONTREAL**

Manufactory, Northgate, Halifax, Eng.

# RYLANDS & SONS

LIMITED,  
MANCHESTER, Eng.

Cotton  
Spinners

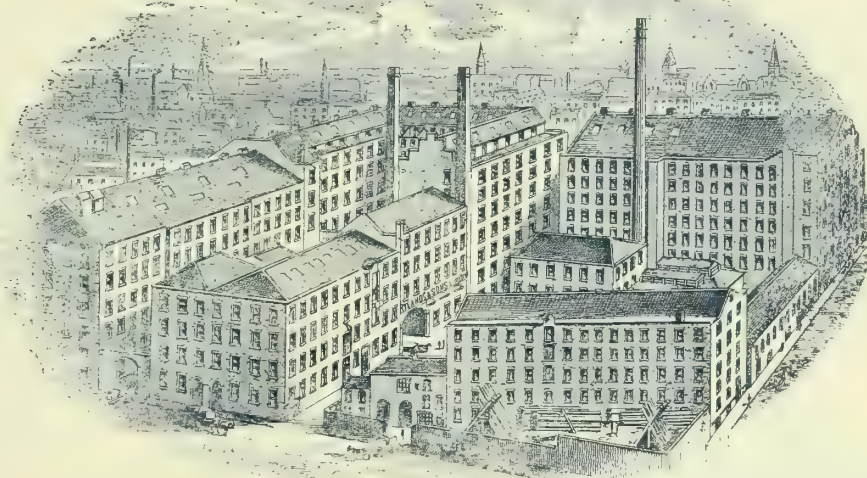
Bleachers

Merchants

Dyers

Manufacturers

Finishers



LONGFORD BUILDINGS, MANCHESTER. (NORTH EAST VIEW)

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,  
Longford Works,

Gorton,  
Swinton,

Wigan,  
Crewe,

Chorley,  
Bolton.

Capital, \$14,500,000 Employees, 12,000

## LIST OF DEPARTMENTS :

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves



# Save Claims for Damages

by insisting on all Spring  
Dress Fabrics being

## "PIRLE" Finished

Then they will not cockle or  
spot with rain.

Particulars from

### E. RIPLEY & SON

Bowling Dye  
Works

Bradford, England.



### "THE QUEEN,"

Oct. 21, 1899, says:

"Cartwright and Warner's new 'Monodye' Stockings will not, after washing, assume the nondescript greenish hue which often makes cashmere . . . stockings look shabby long before they show symptoms of wearing out."

The Latest  
Discovery!

## "MONODYE"

(Reg.)

### Hose and Half-Hose

All-Wool,  
Fast and Clean Black.

## Will Not Shrink

Although pure wool, will not change  
colour in wear or washing.

Canadian Agents:

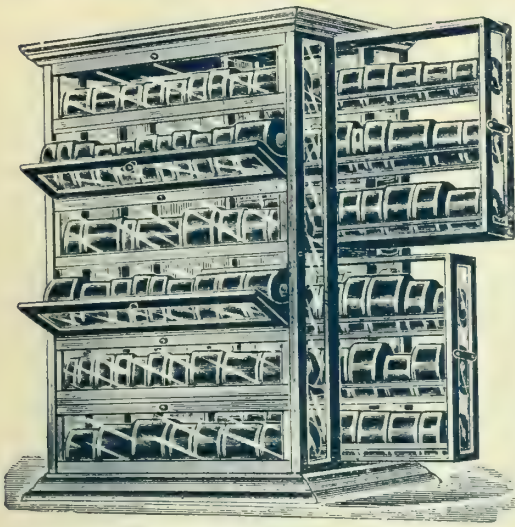
### R. Flaws & Son

Manchester Building,  
Melinda Street,

TORONTO



# DISPLAY FIXTURES OF EVERY KIND



## RIBBON CABINETS

**20% OFF**  
during Jan.  
**FOR CASH**

Made in Oak,  
highly finished.  
Sizes, 2 to 6.

Order at once  
to secure discount.

- No. 2, regular price \$13.50,  
**NOW \$10.80**  
No. 3, regular price \$18.50,  
**NOW \$14.80**  
No. 4, regular price \$23.00,  
**NOW \$18.40**  
No. 5, regular price \$26.00,  
**NOW \$20.80**  
No. 6, regular price \$30.00,  
**NOW \$24.00**



## MANTLE RACKS

- Revolving,  
\$6.50.  
Straight,  
Single, \$6.00.  
Straight,  
Double, \$8.50.



## MIRRORS

TRIPLICATE, DUPLEX, and SINGLE.

## BEST FRENCH PLATE

BEVELLED or PLAIN.

Quarter Cut Oak or Metal Frames.

Latest Designs at Close Figures.



## Wax Figures

in every variety.

Attitude  
Figures.

FIRST QUALITY  
HUMAN HAIR.

Papier Mache Forms  
Men's Figures  
Boys' Forms  
Children's Forms



**"SILENT SALESMAN."**

MILLINERY AND HAT STANDS, SHOW CASES, WINDOW FIXTURES,  
NICKEL-PLATED STANDS, Etc.

**CLATWORTHY & CO., TORONTO, ONT.**



**ADVANCING POPULAR-PRICED LINES.**

ONE hears much of the higher prices from manufacturers and wholesalers, but what is the retailer doing about them? Is he taking the natural advantage that the state of the market should afford him?

Roughly speaking, wools have advanced from 25 to 75 per cent. since January, 1899, cotton has advanced, wages have gone up, and, in fact, everything has advanced. Now, the consumer knows perfectly well that he must pay more for his goods sooner or later, but he will naturally stave it off as long as he can find a merchant weak enough to stick to old prices.

In the case of such goods as hosiery, gloves, etc., the lines retailing at what are called popular prices can no longer be offered in the same values at the old prices. That is clear. What has been sold for 25c. must be 30 or 35c.; 50c. lines must advance to 60c. or more; 75c. lines must be \$1, and \$1 lines must fetch \$1.20. If you offer old lines at old prices, it is doubtful if the customer will believe you. He or she—especially she—knows all about the advances, and, if she is any judge of materials and values, must also know that it is sheer impossibility to offer as good goods at as low figures.

There are, no doubt, difficulties in the way. Competition, for instance, which makes it difficult for one merchant in a town to raise prices when others don't. Or, there is the fact that 25, 50, 75c., etc., are convenient sums to pay out, while 30, 60 and 90c. are not. It may be necessary for some trade and in some lines to keep goods which can be offered at these figures. But they are necessarily inferior in quality, and the customer may as well know it at once.

**JAPANESE SILKS IN DEMAND.**

Like almost everything else in the dry goods trade, silks are away up this year. The raw material, which was \$3.95 per lb. a year ago, has advanced steadily, until now it is \$5.75 per lb. Silks are proportionately high. Yet, there is no diminution in the demand. K. Ishikawa & Co. state that corded Japanese and plain habutai silks are being heavily ordered for Spring.

On account of opinions gathered from travelers, and of the general state of trade, this firm are looking for a very big trade, and have made extensive preparations for March business.

Their goods are already commencing to come into their warehouse, so they will be ready in good time for the season's deliveries.

**HAND AND POWER KNITTING MACHINES.**

On page 92 of this issue of THE DRY GOODS REVIEW will be found the advertisement of an old and reliable firm, Creelman Bros., of Georgetown, Ont., Canada, who have enjoyed a long and successful career in the manufacture of power and family knitting machinery. Success means more than money-making. This firm have been hard at it for over a quarter of a century, with highly satisfactory results. Their 27 years of experience must be very valuable to themselves as well as to their customers, who can rely on receiving first-class goods at reasonable prices. Long experience and first-class facilities make this practicable. The equipment of their factory with the most improved machinery, special tools, etc., enables them to make prices that draw trade from all parts of the world.

Seamless-hosiery power machines and family or general-purpose machines are their specialties. They, however, make

many lines of special machines, such as shirt and drawer rib machines, rib-vest, jersey, sweaters, fancy-pattern machines, bicycle-hose machines, plain and fancy mitt and glove machines, etc.

The prices of their family machines range from \$10, \$15, \$20, \$25, \$30 and upwards, according to style of machines. A good family machine will cost from \$20 to \$30. At this very reasonable price, no one need be without one. They are invaluable as a family machine, as the whole family can be clothed from head to foot with the very best lamb's wool underwear, seamless hosiery, etc. This should be a valuable agency to anyone taking up unrepresented territory, such as Australia, New Zealand and other foreign countries, for these valuable and reliable machines. Catalogues and full information can be obtained from the above firm on application.

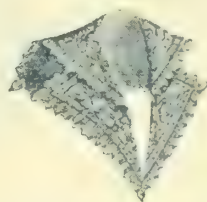
**NEW LACE EFFECTS FOR COMING TRADE.**

Messrs. Kyle, Cheesbrough & Co. are introducing some exquisite lace effects in robes and all-overs. They promise to

be a leading feature in the coming season's trade. These robes comprise the full quantity of material for the skirt, waist and sleeves, and are made in the latest shape and style. They are worn over a costume of plain material, in colors or black, and make a rich and handsome garment.

Lace fichus are also much in vogue in the leading Paris and London centres of fashion.

This firm also state that scarves made of chiffon, crepe de chene and silk with fringed ends will be much worn.



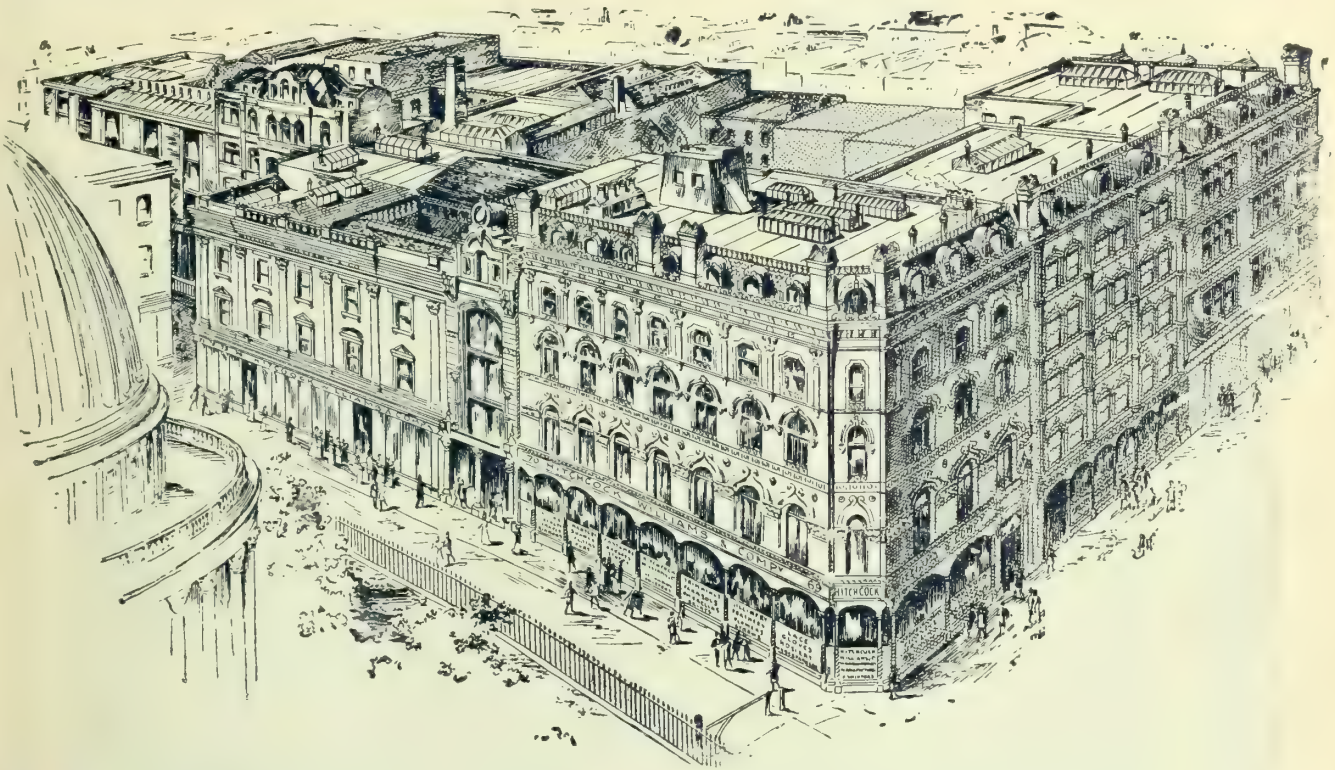
One of the newest and most effective trimmings for the Spring season will be a lace and fringe combination made in wave or Vandyke pattern. This makes a very suitable trimming for light fabrics, but can also be used on heavier materials as well, and produce a rich and handsome appearance on either.

Mr. J. Sproul Smith, agent for the Parks Cotton Co., has removed his Toronto office from 39½ Yonge street to 71 Front street west, opposite the Queen's Hotel.





# Hitchcock, Williams & Co.



SIR G. WILLIAMS  
F. G. WILLIAMS  
H. WILLIAMS  
A. T. WILLIAMS

WAREHOUSES:

{ 69, 70, 71, 72, 73, 74 St. Paul's Churchyard.  
43, 44, 45, 46, 49, 50 Paternoster Row.  
1, 2, 5, 6, 7, 8 London House Yard.

*Manufactories, Warwick Lane and Paternoster Buildings.*

**Canadian Buyers** should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **FANCY HOUSE** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

**MILLINERY AND MILLINERY MATERIALS,  
FANCY LACE GOODS, BLOUSES, CHIFFONS,  
FANCY COSTUMES, MANTLES, BRITISH AND  
FOREIGN DRESS MATERIALS, PRINTS, SILKS  
AND VELVETS.**

We shall be glad at any time to show you round our warehouse, and trust you may favor us with a visit.

MOST OF THESE GOODS CAN BE REPRESENTED BY PATTERNS, WHICH WE SHALL BE GLAD TO SEND SETS OF ON APPLICATION.



# Levison Bros. & Co.

MANUFACTURERS  
OF THE



THE standard of Black Dress Fabriques are those which are stamped "GOLD MEDAL" on selvedge every five yards. In our range is included all the staple makes; also every new and stylish fancy weave. These goods are manufactured of the very finest wool, and by special dye and careful process of finish have attained a perfection seldom reached by any maker. In Serges, Broadcloths, Poplins and Lustres we dye two shades of navy, and also black. Merchants wishing to control "GOLD MEDAL" Black Dress Goods for their respective cities or towns will kindly address communications to our office,

10 Front Street West

TORONTO.

H. C. FLETCHER,  
Canadian Manager.

ESTABLISHED 1878



# Richard Roschman & Bro.

WATERLOO, ONT.

Manufacturers of all kinds of



Fine Ivory Buttons,  
Staple Pearl Buttons,  
Fancy Mantle Buttons  
in Ivory, Pearl and Horn.

SELLING AGENT

## FRED. H. CRAGG

11 and 13 Front Street East,

TORONTO

## SILK FRINGE

The  
Fashionable  
Dress  
Trimming.

Many Beautiful Designs.  
All Widths.  
Black, White, Colors.

ALSO . . .

## NOVELTIES

—IN—

Fringed Ornaments  
for Skirt and  
Waist.



Tubular, Soutache and Fancy Braids.  
Barrel Buttons, Cords, Dress Gimps.

—MANUFACTURED BY—

## MOULTON & CO.,

12 ST. PETER ST.,  
MONTREAL.

# P. C. CORSETS



Were awarded the **Diplomas** at St. John and Halifax Exhibitions, in competition with other Canadian and American manufacturers.

We fit our corsets with **Belcher's** patent, safety pocket, which positively prevents the steel puncturing or cutting through at top or bottom of the corset.

## Lady Minto Corsets.

The Leading Dry Goods Houses Handle Our Lines.

# Parisian Corset Co.

Quebec, Que.



# BE SURE YOU HAVE THE BEST.

---

---



## Knox's Linen Threads

have been in use for over **100 years** by all the  
**Best Tailors** in the **World**. **Quality**  
has been **always right**.

---

## Dewhurst's Cotton Threads

**All Cords and Finishes.**  
**Guaranteed Full Length.**

---

## Millward's Sewing Needles

**are the best known for quality.**

---

## Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

---

Sole Agents for Canada \_\_\_\_\_

## GEO. D. ROSS & CO.

24 Wellington St. West, **TORONTO.**

648 Craig St., **MONTREAL.**

# DRESS GOODS DEPT.

SPRING  
1900



SPRING  
1900

The . . .

## GAULT BROS. Co., Limited MONTREAL

Now control the celebrated English **"Tiger Brand"** of Black Dress Goods for Canada, viz :

### THE NEW ZISKA CLOTH.

Blk. Brilliantines  
Blk. Sicilians  
Blk. Persian Cords  
Blk. Grape Cloths

Blk. Fig'd Brilliantines  
Blk. Fig'd Repps  
Blk. Lace Figures  
Blk. Fig'd Grenadines

Blk. Mercerised Figures  
Blk. Crepon Repps  
Blk. Frieze  
Blk. Soleils

### SILKS, VELVETS, VELVETEENS.

A complete range of Silks, Velvets, Velveteens at popular prices.

### PRINTS, MUSLINS, LINENS.

SEE OUTSIDE BACK COVER.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.



## Carpets, Curtains and Upholstery.

### THE OUTLOOK IN CARPETS.

THERE are indications of a good business. This is the month when imports come in and reach retailers' hands, while the next two or three months retail dealers will place sorting orders as the state of trade warrants. The long-threatened rise in prices affecting imported goods is taking effect, in tapestry carpets the increase being 25 per cent. since October 1. All carpets have advanced about 5 per cent. since December 1, and it is reported that another advance on oilcloth (both Canadian and imported) will take place soon, owing to great advances in linseed oil. It is supposed that the higher freight rates will affect all imported goods, especially such bulky articles as carpets and flooroils.

The carpet designs this year show considerable taste. In colors, the green shades hold their own, and reds are stronger and better property in all qualities. There are some fine brussels carpets this season, and these have been directly copied in tapestries. There is quite a demand for small designs again. It is said, regarding imported goods, that orders will be late filling, as most mills now only promise April delivery, and that at a higher price.

### TRADE REPORTS.

There is an expectation that Spring trade will be good. The W. R. Brock Co., Limited, have made extra preparations for an increased business. The range of carpets shown in their department includes the best known lines in tapestry, brussels, axminsters, velvets, besides an assorted range of union, wool and hems. There is a good demand in all these lines, and this firm are prepared to show their customers exceptional values during March, when so many buyers visit the market. In the same warehouse a complete range of the new things in Nottingham, Scotch and Swiss lace curtains, art muslins, cretonnes, etc., Japanese mattings, are very much in vogue, and the coming season will probably be more used than ever, as people are finding out that they are both a clean covering and are very sightly as well.

John Macdonald & Co. have opened up for Spring their range of curtains, curtainettes, scrims and a large part of their tapestry carpets and tablecovers.

The Dominion Brussels Carpet Co., Limited, have been forging ahead lately. Their new and commodious factory is thoroughly equipped, and work in all departments is being vigorously pushed forward. The company, in addition to weaving carpets, are making their own yarns. Since November 1 they have been working altogether on Spring orders, and these have been constantly on the increase.

A look through the extensive range of carpets and rugs, curtains, etc., which S. Greenshields, Son & Co. have in stock will satisfy the prospective buyer. THE DRY GOODS REVIEW representative was shown through the other day. Importations for Spring are being received every day just now, and the outlook is most promising for a large trade. Among the new arrivals are extra large shipments of Swiss curtains and sash goods for Spring. Exceptionally good value is to be had in Nottingham curtains, to retail from 75c. to \$1.25. In carpets, attention is drawn to good values in velvet effects,

medium qualities, and also fine axminsters. The ordinary brisk run is keeping up, and the great trouble is the want of room. They are eagerly looking forward to the time when their new warehouse will be ready for occupation. In answer

to the remark that there would be lots of room for everybody there, the reply was, "Well, we will be able to fill it," and, from all appearances, they will.

The trade should be on guard against a carpet being offered as all wool which contains very little wool. One piece was submitted to an analytical chemist, who reports that it is composed of 5 to 10 per cent. wool, 25 per cent. cotton, and the remainder jute.

### ADVANCE IN UPHOLSTERY GOODS.

In sympathy with the general advance in prices of all fabrics and other goods, manufacturers of upholstery goods have recently been obliged to make several advances to cover additional cost. Messrs. Geo. H. Hees, Son & Co. were fortunate in laying in a big stock of these goods at an early date, and will give the trade the benefit of their foresight. Their new showrooms and warehouse, 43 St. Sacrament street, Montreal, are becoming very popular with the trade of that city and vicinity.

### CARPET TRADE IN THE WEST.

The carpet trade in British Columbia is in good hands. While in the majority of cases carpets form one department in a general dry goods store, there are some nice carpet stores, at some points, which carry stocks of good quality and are very creditable establishments. This was the impression THE REVIEW got after a chat with Mr. John Lindsay, representing John Macdonald & Co., who returned last month from a tour of the West in the interests of the firm's carpet department. Mr. Lindsay visited Victoria, Vancouver, New Westminster, Nelson, Greenwood, Grand Forks and other places, and reports the trade in good condition. The merchants out West, as a rule, ask for good goods and don't want cheap lines at any price. They find it easier to sell a \$1 than a 25c. carpet. The commercial outlook for next Spring is satisfactory, as the Manitoba and Territories' crops proved excellent, while the British Columbian mining industry has been opening up more this year than in previous seasons. The newest district is the Boundary country in which are found such towns as Columbia, Grand Forks and Greenwood. There are mines all through this district. The new railway from Robson Junction to Midway has just been opened. Nelson is a place of great promise.

### CANADA SUPPLYING CARPET DEALERS.

It must be gratifying to the carpet trade of Canada to know that so many of the requirements of their business can be had without having to send out of the country for them, thus saving much time, freight, duty, etc.

Take plain terries, for instance; being much sought for, The Toronto Carpet Mfg. Co. commenced their manufacture, and it evidently proved a desideratum to the trade, as this firm state that orders have been very numerous.

It might be stated here that many of the smaller carpet dealers should keep pace with the latest ideas and introduce them to their customers, thus showing that they can get in their own towns the latest furnishing ideas. Here is one of the

M. Staunton & Co.'s Wall Paper advertisement appears on page 46 of this number. . . . .

## ADVERTISING BALLOON CO.

Broadheath Rubber Works, Altrincham, England.

Largest Advertising Balloon manufacturers in the World.  
Hundreds of various Trade Designs.

ILLUSTRATED CHROMO CATALOGUE SENT ON APPLICATION.



Pantaloons  
Squeaker



Alabama Coon



Dying  
Devil



Crying Baby



Squeaker



Squeaker



Pneumatic  
SELF  
CLOSING  
BALLOON,  
requires  
no tying.



Pibroch

STRICTLY  
ONLY  
WHOLESALE  
AND  
EXPORT

Samples sent on receipt of 1/- to 5/- crossed P.O. Indents through British merchants only.

Sample Rooms :

9 Newton Street, PICCADILLY  
MANCHESTER.

## W. TAYLOR BAILEY,

MILL AGENT,

Upholstery Supplies,

Drapery Fabrics,

and Brass Goods.

MANUFACTURERS  
OF . . . .

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade  
Cloth

Plain, Dado, Laced and  
Fringed Window Shades

27-29 Victoria Square, MONTREAL.



# Canadian Brussels



A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

WE GUARANTEE THE BEST  
VALUE IN THE MARKET.

The Dominion Brussels  
Carpet Co., Limited

SHERBROOKE, QUE.

## INSURE YOUR CAPITAL

BY A  
PARTNERSHIP POLICY  
IN THE  
MANUFACTURERS' LIFE.

For terms apply,  
HEAD OFFICE, TORONTO,  
or your local agent.

GEO. GOODERHAM, J. F. JUNKIN,  
President. Managing Director.

THE

**CANADIAN COLORED  
COTTON  
MILLS COMPANY**

Cottonades, Tickings, Denims, Awn-  
ings, Shirtings, Flannelettes, Ging-  
hams, Zephyrs, Skirtings, Dress  
Goods, Lawns, Cotton Blankets,  
Angolas, Yarns, etc.

Only Wholesale  
Trade supplied.

**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO

**BEST { MATERIAL  
WORKMANSHIP  
RESULTS**

are combined in . . .

# Perfection Brand Comforters Cushions and Tea Cosies



**See the goods and  
be convinced.**

We have been making this class of goods for 20 years and have a **reputa-  
tion to uphold.**

**Our Down-filled Quilts** are handsome, well filled, and odorless.

**Our Cotton filled Quilts** are just what the brand suggests—PERFECTION.

**Our Wool-filled Quilts** are cheap and comfortable.

We have **CUSHIONS** in endless variety for the Lawn, Boat, and Drawing-  
Room.

Travellers now on the road. Should they fail to call, write for samples. It is worth the trouble.

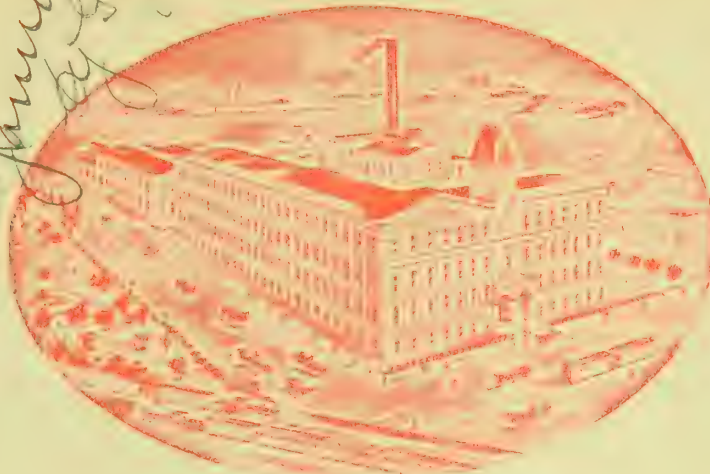
**CANADA FIBRE COMPANY, Limited**

Manufacturers of "Perfection Brand" Down, Cotton  
and Wool Comforters, Cushions, Tea Cosies, etc.

**MONTREAL.**

MAKERS OF THE **"MAPLE LEAF"** BRAND INGRAIN.

The  
Toronto  
Carpet  
Manufacturing  
Co., Limited.



Corner of  
King Street  
and  
Fraser Avenue,  
Toronto.

THE MODEL MILL OF CANADA.

Manufacturers of

Ingrain Extra Supers  
Art Squares and Stairs  
Plain Terries

Church  
Specialties

Smyrna Rugs  
Axminster Carpets  
Axminster Rugs

## MARK WELL

Our INGRAIN CARPETS are known for their first-class qualities, full number of warp ends; honesty and cleanliness of yarns, novelty and beauty of design.

Our SMYRNA RUGS have all the merits of the best foreign rugs, are made in two qualities, can be had in all sizes from "single door" to 9 x 12 feet carpet size, are popular sellers.

Our ART SQUARES can be had in four qualities, in 3, 3½ and 4 yards wide, any length. The latest is the Centre or Medallion patterns. We have them in variety.

Our AXMINSTER CARPETS have for their special features attractiveness in design, richness in color, excellent quality of fabric, reasonable price, and are made in three qualities.

Our AXMINSTER RUGS have wool backing, besides all the other merits of our Axminster Carpets.

WRITE FOR PARTICULARS.

# The Toronto Carpet Mfg. Co.

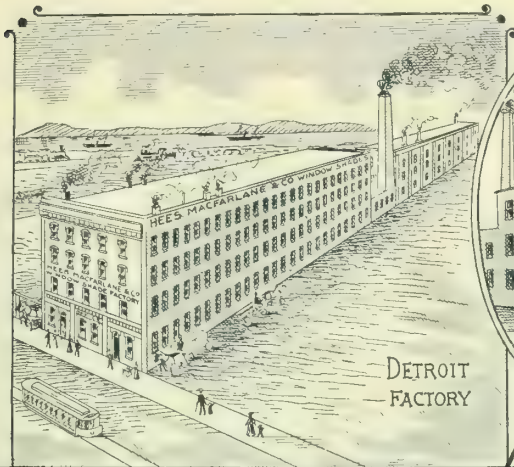
LIMITED.





# Geo. H. Hees, Son & Co., Toronto

HAVE THE PICK OF THE MARKET.

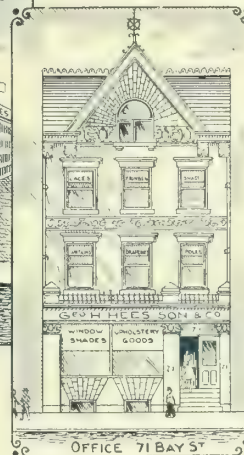
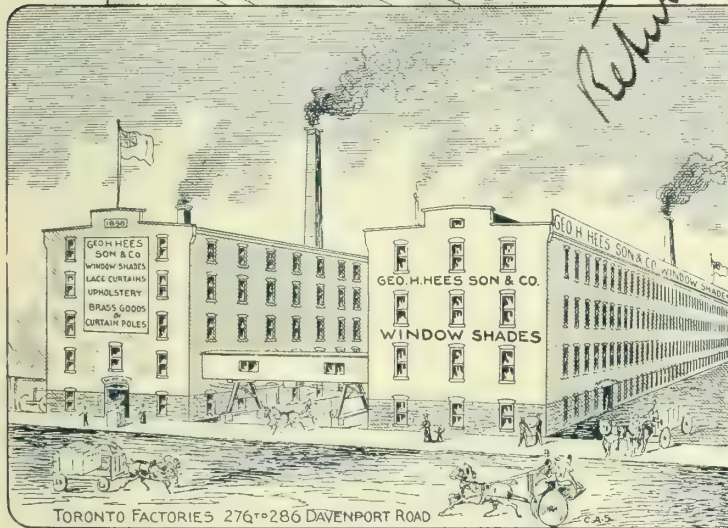


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## Important Notice :

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstery plant of that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Ferrier Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacramento St., Montreal.

\*\*\*



**KINDLY** allow our travellers when calling on you to exhibit our New Samples of

**LACE CURTAINS and NETS,  
FURNITURE COVERINGS,  
TAPESTRY CURTAINS and  
" TABLE COVERS,  
CHENILLE CURTAINS and  
" TABLE COVERS,  
UPHOLSTERY and DECORATIVE FABRICS,  
SASH CURTAINS and  
UPHOLSTERY SUPPLIES,  
LINEN VELOUR CURTAINS and  
PIECE GOODS.**

Many of the above goods are from our own looms.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS  
AND INQUIRIES FOR ESTIMATES, ETC.

## WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the retailer a large profit.

See Our New Illustrated Catalogue.

You are cordially invited to visit our Sample Rooms :

**GEO. H. HEES, SON & CO., 71 Bay St., TORONTO.**



**CARPETS AND CURTAINS—Continued.**

advantages of having a trade paper and reading it. You are posted with the latest big store ideas in all branches of your general dry goods trade for 17c. per month.

You may not have space to carry a big stock of the large carpet-size rugs. They are being called for very much just now. The Toronto Carpet Mfg. Co. have several sizes, and you can get them quickly. In values, these heavy Smyrnas surpass the thin, one-sided importations.

The attractive features of their "Acadia" axminsters are commanding great sales. Novelty and beauty of design, richness and strength of coloring and reasonable price are merits which will always find favor with appreciative buyers.

Then, their line of extra super ingrain has but to be seen. No buyer of standard carpets, full warps, clean honest yarns, extra weight, should neglect looking into their values—made in two and three-ply and in all-wool and unions.

There is no doubt but that The Toronto Carpet Mfg. Co. have revolutionized carpet manufacturing in Canada, and are thoroughly up to date.

A picture of their new premises at the top of their advertisement will give some idea of the extensive premises occupied by this enterprising firm.

**A NEW IDEA IN FLOOR COVERING.**

Emile Berliner, of Washington, D.C., the inventor of the telephone transmitter and the gramophone talking-machine, was granted a patent on what he calls tile matting. In experimenting with matting on his floors, Mr. Berliner discovered that dust occasionally filtered through, and that, if a break appeared, it was almost always necessary to recover the entire floor. He then conceived the idea of cutting matting into small squares or other designs, and covering his floors with these patterns.

By laying the patterns like parquet, he secured some excellent effects, no seams appearing and the natural streaks of the matting neutralizing each other. His method of producing the squares was simple. He took ordinary Chinese or Japanese matting and backed it up with linoleum paste, which has a tendency to strengthen the fibre and make it water and dust-proof. The squares are then pressed on heavy cardboard, laid on the floor and fastened down with a few tacks. The picturesqueness of the fabric is enhanced by a coat or two of varnish, which adds to the brilliancy of appearance, and also makes it easy to rub over them with a damp cloth and thus remove the dust. As squares at different points wear out, they are cut out and others substituted. Mr. Berliner claims that his new tile matting is a model floor-covering, and it is designed to cut a wide swath in the carpet business. A company is now in process of formation to go into the manufacture of the new goods and to place them on the market.—American Carpet and Upholstery Journal.

**MAKES AND MAKING OF INDIA RUGS.**

In a booklet recently issued by a Calcutta firm of exporters, it is asserted that "Indian carpets may be classified either according to the nature of the materials of which they are made or the manner in which they are woven. They are cotton, woollen, silk, goats' hair, yaks' hair, and pashm carpets, or mixed carpets of any two or more of these materials. The general conditions of Indian carpet weaving are distinctly more favorable to the production of the serviceable fabric than those which obtain in England. Pile carpets

are made at a limited number of jails in each Presidency, and by private manufacturers. In an Indian carpet the whole fabric sinks together under the foot, and its wearing power is three or four times that of an English or European carpet. Many native gentlemen possess pile carpets 400 years old, which still retain their original brilliancy. The different sorts of cotton carpets are known as Farsh or Jazim, Darries, Satrang, Dosuti and Dalichas; they are seldom exported. Woollen are known by their centre of manufacture, such as Amritsar, Multan, Agra, Mirzapur, Hushiarpur."

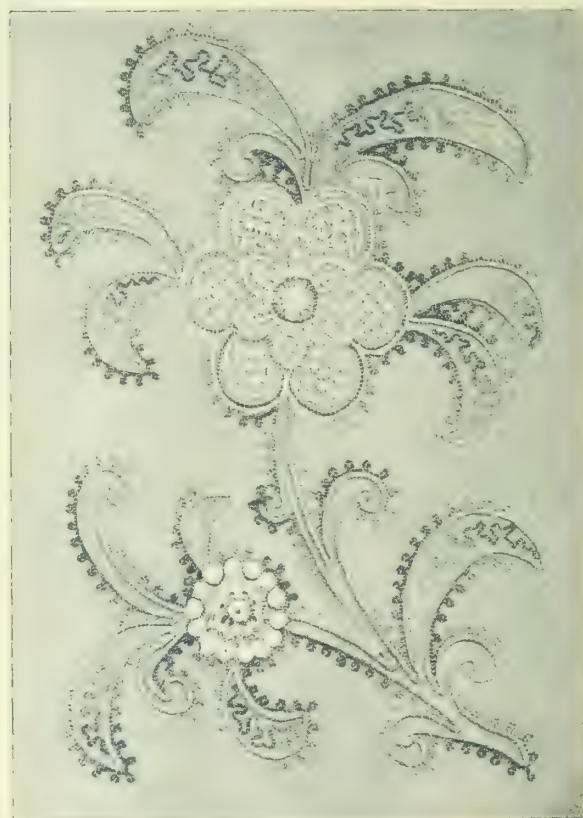
**CANADIAN WOOLLENS FOR MARKETS ABROAD.**

The familiar name of the Oxford Manufacturing Co., Limited, of Oxford, Nova Scotia, is again brought before THE DRY GOODS REVIEW readers in their regular full page announcement relating to the famous "Oxford" costume cloths and tweeds, of which this firm are making such a success. A week or so ago, a member of a prominent firm of British woollen importers remarked, when looking through the new "Oxford" Spring patterns, that they were of such a swell character in both coloring and texture as to command a ready sale in the best London trade. His English office is to be furnished at once with samples.

The Oxford people have recently sent, at the suggestion of a military commander, samples of their grey homespun home to England to be laid before the Secretary of the War Office.

The mills report an unprecedented increase in sales and find their products going into the very best trade. Australia should use these cloths to advantage.

Hutchison, Nisbet & Auld, of Toronto, represent The Oxford Manufacturing Co. in Toronto, and westward to the Pacific Ocean. They carry full ranges and make prompt deliveries.



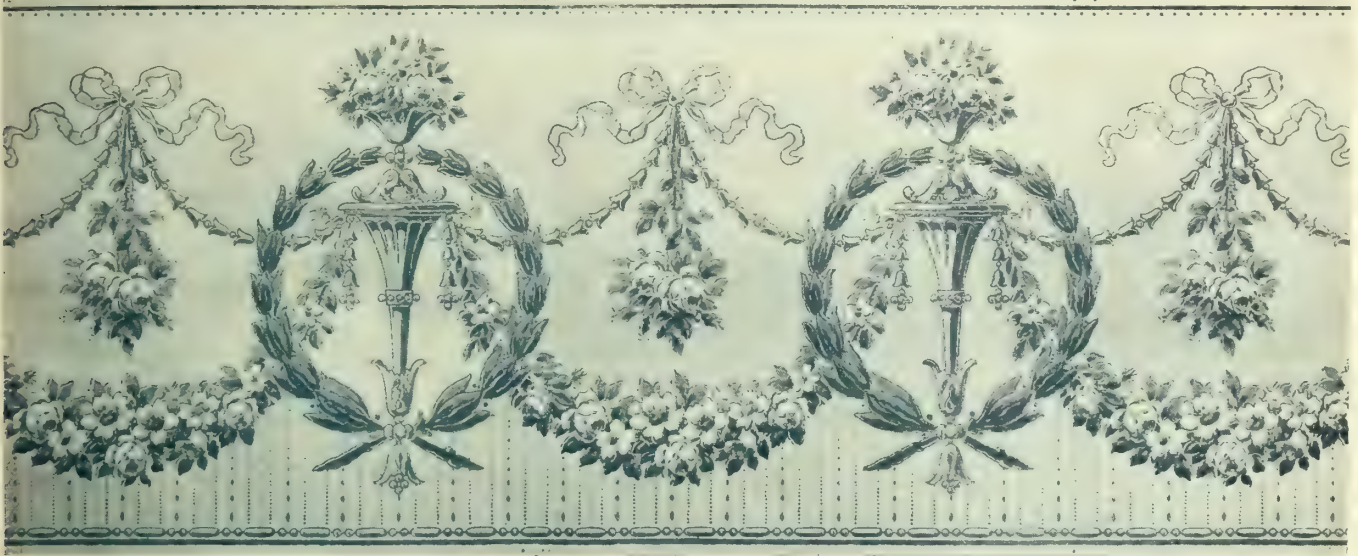
A.R. 406.

This design represents the Embroidery on one of the several lines of handsome Robes shown by Brophy, Cairns & Co.



# COLIN McARTHUR & CO.

Manufacturers of  
Fine . . . . . Wall Papers



*Frieze 994, 21 inches wide.*

In Colors to Match Ingrain Shades B., C., G., L., M., O., R., S., T. and W., with Ceiling 543.



*Frieze 993, 21 inches wide.*

In Colors to Match Ingrain Shades A., C., D., E., H., K., S. and W., with Ceiling 823.

*The two Finest Ingrain Friezes  
Made in Canada this season.*

**13 Voltigeur St.**

**Montreal.**



# James W. Woods

OTTAWA, ONT.

Wholesale Manufacturer of Lumbermen's Supplies.



Overalls, Shirts and Drawers, Top Shirts of all kinds, Kersey Shirts and Drawers, Tweed and Etoffe Pants, Mackinaw Goods, Grey Blankets, Hand Knit Sox and Mitts, Choppers' Elk and Cariboo Mitts, and following exclusive lines: "**Eiderdown**" Sleeping Bags and Robes, "**Woods**" Waterproof Tents, Sails, etc., Beef Skin Moccasins, Oil Clothing, Long Stockings, Khaki Coats and Pants, lined and unlined. All garments

are proportionate. We do not put a 17 collar on a 15 shirt, but every part is in keeping---no elbow sleeves, which drive trade away---while in buying from us you save the wholesaler's profit, as we make all our own goods at wholesale. Our aim is to give satisfactory rather than cheap goods.

Samples and quotations gladly given.

---

## JAMES W. WOODS

Factory and Warehouse:

75 QUEEN STREET, OTTAWA.



IMPORTERS  
**Scottish Clan**  
and **Family Tartans**

Over one hundred names represented in Kilting and Costume Cloths, Shawls, Maides or Plaids, Travelling Rugs, Hosiery, Ribbons, Handkerchiefs, Scarves, Belts and Ties; also Sporrans, Glengarry Caps, Bonnets, Brooches, Buckles, Buttons.

We draw particular attention to our exclusive novelties—The "Kelvin" Cape and The "Strathcona" Wrap, made of reversible cloakings in all the leading clan and family names.

Mail orders or letters for further information given prompt attention. Any pattern not on hand can be made to order in six or seven weeks.

**JOHN CATTO & SON,** KING STREET,  
Opposite the Postoffice.

**Rogers' Classified Wholesale**  
...Millinery Directories

COMPLETE, RIGHT UP-TO-DATE  
POCKET EDITIONS.

List No. 1.—The Importing and Manufacturing Trade; 1,600 firm names.  
List No. 2.—750 Jobbers (outside of New York City).  
List No. 3.—1,300 Wealthy Department Stores Handling Millinery.

"Most complete Millinery Directories extant."—Western Milliner, Chicago.

Mailed on approval at 50c. per list.

**EDGAR R. ROGERS,**

"The Salesman,"

Y.M.C.A. Bldg.

SOUTHBRIDGE, MASS.



R. D. NIMMO and JAMES HARRISON, Principals.

**GOOD SITUATIONS**

AWAIT THOSE WHO ARE PREPARED  
TO FILL THEM.

**THE NIMMO & HARRISON**  
**BUSINESS AND SHORTHAND COLLEGE**

TORONTO

gives the most thorough training and education. Only qualified experienced teachers employed. Individual instruction, equipment complete. Prospectus mailed free. Write for it.

**Our Specialties**  
**Spring, 1900**

MEN'S BLACK AND BLUE

**Worsted Suits**

and.....

**Whipcord Overcoats**

~ SPECIAL VALUES ~

THE **G. A. THORPE** MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

**TORONTO**

SYDNEY and MELBOURNE,  
AUSTRALIA.

**Kaye Fielding & Co.**

Moore Street,

— SYDNEY.

Manufacturers' Agents and Indent Merchants.

Bankers, Commercial Banking Co., of Sydney, Limited.

We are prepared to handle with advantage:

|                             |               |
|-----------------------------|---------------|
| Galateas,                   | Flannelettes, |
| Denims,                     | Flannels,     |
| Shirtings,                  | Underwear,    |
| Cottonades,                 | Drillings,    |
| Sheetings,                  | Linens,       |
| Coatings, Worsted, Woolens. |               |

CORRESPONDENCE INVITED.



## THE MILLINERY TRADE.

### THE COMING SEASON.

CANADIAN wholesale millinery buyers are now in Europe, and later on retail millinery buyers will come into the markets for the late styles. The openings will take place the end of next month—the last Monday of February is the 26th. What New York thinks of coming materials may be gathered from an Economist writer, who says :

A great many fancy braids will be used, but particularly the plain, unbreakable braids which are imported in the grey and are bleached and dyed in America. Whole hats, capotes, and combinations will be produced from these materials. Large Italian fancy braids, and plain lace braids, as well as the smoother Milans, are going to be much favored. Hats of satin and crepe de chine in folds, hats of tulle, maline and many-draped affairs of lace in which combinations of Italian braid and plain tulle form the foundation, will be seen among the earlier, lighter colored goods.

A variety of shadings hitherto not shown will be exhibited in these goods. It is expected that every one of the brilliant tints will sell easily and quickly. The favorites seem to be a range of colors called scarabeus (beetle shades), or rather of the June bug variety, shading from the soft, shimmering green to the dull, rosy tints.

Flowers will be of the typical pompadour style—that is to say, the old-fashioned small roses in clusters and some of the striking large varieties more open in style. Many violets, forget-me-nots, buttercups and other conventional styles of the Dresden order of decoration will be seen in conjunction with striking large effects as a contrast.

Shades will be natural, as a rule, with very little disposition to abandon nature's harmonies in any particular. Of course, nature has been improved on by art even in the natural flowers, so that imitations can be sufficiently striking without being contradictions to facts.

It is in the lace and embroidery ends that the styles will be most remarkable. All-overs of every description, from the real duchesse through the Orientals and Arabians, will be utilized in hat production.

Many large draped hats, many lace scarves with flowing ends, many ties, bows, plain and fringed, of silk, will also be used. Strings on large hats will become much favored as the season advances.

### MILLINERY LISTS.

E. R. Rogers, Southbridge, Massachusetts, has got out two wholesale millinery directories which the Canadian milliner who wishes to know who are the leading wholesalers in the United States may wish to have. They will be mailed to any reader of this journal for 50c. each ; one gives the importing and manufacturing trade (1,600 names), the other gives the millinery jobbing trade of the United States and Canada.

### A REVIEW AND A FORECAST.

When THE REVIEW representative called on The John D. Ivey Co., Limited, he found that house busy taking stock and balancing books for the year. One of the directors seen stated that the actual result of the year's business had not

been ascertained, but expressed no doubt that the secretary would have a most gratifying statement to lay before the directors at the annual meeting, as the sales for 1899 were far in excess of previous years. "And," continued he, "I am not aware that the company have been selling goods this year without legitimate profit.

"While a fair part of our increase is due to our paying more attention to Northwestern trade, we are glad to say that the larger portion comes from increased business with our old customers in Ontario.

"We have endeavored to keep our stocks so well-assorted that buyers wanting scarce lines could always depend on getting them from us. It is mainly due to this fact that our business is taking such large proportions. The trade throughout the Dominion know that if goods are right or in great demand they can depend on our having them, and feel that any letter orders they send us will be filled exactly as required.

"We are glad to report having a large number of orders booked for next season. We congratulate all buyers who have had the foresight to place early orders, as prices are materially advanced, and, therefore, goods cannot be duplicated to day for what they were selling at a month ago.

"For Spring we find a very strong feeling for black and white. We think that, while pastel shades may be popular, the leading colors for Spring will be black, white and cream. This is largely because of the fact that, owing to the present war, the popular taste will demand plain colors, the majority favoring black.

"In materials, we are selling a large quantity of chiffons, mousseline de soies, crepe de chine and gauzes. In ribbons, plain taffetas take the lead, while black satin also sell freely. Fancy ribbons are slow and not likely to be much wanted.

"In our hat department, we are selling large quantities of sailors, misses' and tourists' hats.

"Flowers are being sold in abundance, a great variety of colors and designs being shown. The Spring season will undoubtedly be a large flower season. Everything points that way at present."

### COMPLETE PREPARATIONS FOR SPRING.

When the warerooms of The D. McCall Co., Limited, were visited by the representative of THE REVIEW, a remarkable change was manifested in every department since his last visit, when everything pertaining to Fall millinery could be seen in lavish supply. Now, the various floors are almost depleted of stock.

"This is the time of the year," explained Mr. McCall, "when we want our warerooms as empty as possible, so as to have sufficient room for large importations for the Spring season. Our warerooms, as you see, are capacious, but we will need all the room we can get, as, from orders already received, we have reason to expect a record-breaking season. The trade are receiving our selection for Spring even more favorably than in past seasons.

"In view of our increasing business, we have been obliged to secure the services of more travelers. This will enable us to cope with the increasing demands of the trade, as we now

# Wholesale Millinery



ITS INFLUENCE REACHES ALL POINTS  
IN CANADA

Kindly Reserve Order.

The D. McCALL CO., Limited

MONTREAL.

TORONTO.

WINNIPEG.



**MILLINERY—Continued.**

cover every corner of the Dominion from the Atlantic to the Pacific. Covering such a vast extent of ground necessitates early preparations, as, where distances are great, we feel it to our customers' advantage to have their goods in proper time. We make it a point to have these deliveries made sufficiently early to allow us to make complete preparations for the approaching openings, when we anticipate placing before the Canadian trade one of the largest, most varied and carefully selected stocks that will be exhibited anywhere.

"Although we are not yet prepared to state definitely at this early date what the styles for the coming season will be, we can assure our customers that we will leave no stone unturned to place before them every millinery requisite and novelty of Paris, London and New York production.

A CHAT ON STOCK-TAKING, COMING STYLES AND  
CANADIAN TRADE.

When our representative called at the large wholesale and manufacturing establishment of S. F. McKinnon & Co., Limited, with a view to having a short chat, particularly on the millinery situation, he was met by a director of the company, who, after wishing him all the compliments of the season and a prosperous new year for the DRY GOODS REVIEW, said: "We are busy taking stock, which we do at the end of each season, and, although quite an undertaking in a large place like this, we consider it a most important and necessary work. And we dare express a belief that, if semi-annual stock-taking were the rule and not the exception throughout the trade, good results would flow therefrom—a thorough stock-taking—I say thorough, because unless done carefully and well, the ends which it is intended to serve are not met. Of course, the principal end in view on such occasions is to see whether you have lost or won, or, in other words, to see whether or not the season's business has been profitable. If it has, you are encouraged for the next season. If, on the other hand, the result is unsatisfactory and nothing has been made, or perhaps a loss sustained, then it is more than important, absolutely necessary, that the discovery should be made at once, so that a second season may not be entered upon with the prospects of the same results. If those interested cannot find a satisfactory reason for the discouraging state of affairs, a strict investigation should be made to discover, if possible, the weak spot before it is too late. One other good end is served in our case: as you can see all our goods are for the present piled up on the tables, every corner having been turned out, every piece of goods or article in the warehouse has been handled, first by the hands in charge of the different departments, then the whole stock comes before two others who are left with an intelligent idea, not only of the stock on hand, but also of its general character. Now, sir, I had no idea of running on the stock-taking line of thought, but it is a very important matter from our standpoint, and those who do not view it as we do cannot be hurt from what I have here said, and there may be some who have never attached the proper importance to it who may be led to give the question consideration.

"The season's millinery trade is over, so far as we are concerned, and even in the retail trade millinery sales are light after the first of January. In saying that our own turnover was the largest in our history, this fact, together with other information which we have been able to gather from time to time, leads us to think that a very satisfactory millinery trade has been done throughout the country. It is true that at no time during the season did it rise to an exciting pitch, but we

believe a good steady trade was maintained throughout the season, both in wholesale and retail.

"One wholesome and noticeable feature of the millinery trade this season, particularly after the middle of October, was the great care and caution exercised in buying, little or no speculation having been indulged in; this knowledge leading us to the conclusion that after a little cleaning up and clearing out of odd lines through the month of January has been done, stocks will be very low, a condition favorable to our further belief that good results will be shown when balance sheets are made up, three or four weeks hence.

"You ask my opinion about the prospect for the first millinery season of 1900. Well, unless something unforeseen comes in the way, our prediction is that business all around will be good in Canada. Not only has there been a good Fall and Winter trade done, but we believe that there is a strong confidence and security existing in business circles throughout the Dominion, born of an increased prosperity. Also, goods of all kinds are advancing rapidly in price; that is just as sure as rent day, and not without its bright side, being often a precursor to better times.

"Speaking of the goods for the coming Spring: It is going to be a milliners' season, in which their ability will be well tested; but, as they are always equal to the occasion, we may expect to see millinery lofty in character and ladylike in style beyond the general expectation.

"I should weary you if I were to tell you all we know about materials, colors and styles. Therefore, suffice it for the present to say that materials light and gauzy in effect will be very prominent. Rich, soft, plain materials, in silk and satin, will be at the front. Plain ribbons, many wide and soft in finish, will be very popular. Flowers, which look as if they had been cut from the bush, so true are they to nature, show great Spring strength, and cannot take any but first place as a millinery garniture, a place which they have held against all rivals for several Summers.

"In days gone by, we always had good millinery seasons when ostrich feathers were in big demand. This ever-becoming and most ladylike of all hat adornments promises to be in greater favor than for some seasons—perhaps another sign of increasing prosperity. It is quite a distance off, and I hope we will meet again before our millinery opening date—somewhere about February 26—but, if you are present on that big occasion, I will promise to show you millinery in character beyond even what I have set forth here.

"Let us run up to the factory. You ask, why is everything so still with such surrounding evidences of a busy place? As we have previously said, stock-taking to us is a very important act, and must be done correctly, and so, we have shut down for the two closing working days of the year for that purpose. Like the other departments of our business, this one has closed a most satisfactory season, and attention is now wholly turned towards Spring. From their past record, McKinnon made garments have found much favor with the trade and established their fame throughout the Dominion.

"In connection with our large and convincing range of millinery and fancy dry goods, our representatives are at present showing an irresistible range of Spring jackets, capes, costumes, and skirts, as evidenced by the large orders being received.

"If ever we had a shadow of a doubt as to domestic-made jackets taking the first place in the trade of the country it is now dispelled, as we are convinced that the domestic-made goods are fast driving foreign-made goods out of this market."

# ..Year 1900..



*WE owe, and here express, our thanks to the trade throughout the Dominion for their confidence and loyal support, which enables us to call the season just closed the record breaker in our history of many previous most successful and satisfactory ones.*

*The business man of to-day can profit from the experience of the past, but cannot afford to dwell on or live in it; and, although it holds for us a pleasant business experience, we must say adieu to 1899*

*On stepping into the year 1900 in our recognized position as leaders in all the lines we handle, we assure the trade that our high aim will be to continue to merit that distinction, and believe not only that we have the ability, power and force to maintain our present position in the trade as wholesale importers and manufacturers, but to become, if possible, even greater factors in promoting the business interests of the country.*

*Our field is from ocean to ocean, our sixteen representatives are making their way through the Dominion as quickly as possible with a range of Spring Samples, which, in extent, characters and value, support our position.*

*We are already making extensive preparations for our spring opening; when our friends from far and near can depend upon seeing a display of Millinery, Millinery Novelties, Fancy Dry Goods, Jackets, Capes, Costumes, and Skirts such as has never previously been exhibited under one roof in the Dominion.*

## S. F. McKINNON & CO., Limited

York and Wellington Streets, TORONTO.

S. F. McKINNON, President.

J. M. ALEXANDER, Vice-President.

R. MILLICHAIP, W. D. GUTHRIE, J. S. McKINNON, Directors.





# Colonial Bleaching and Printing Co.

MONTREAL.

CALICO PRINTERS, BLEACHERS



And DYERS OF COTTON FABRICS.

WORKS AT ST. HENRI



TRADE *W.G.R.* MARK.

**ALWAYS AT  
THE TOP**

**Spring  
1900**



**“OUR SHIRTS HAVE A BOLD FRONT, BUT  
THERE IS NOTHING LOUD ABOUT THEM.”**

**The Williams, Greene & Rome Co.**

**Of Berlin, Ontario, Limited.**



**NEW PRESIDENT OF DRY GOODS ASSOCIATION.**

**M**R. JAMES RODGER, who has been chosen by the Montreal Dry Goods Association as president for the ensuing year, has been for many years connected with the firm of Gault Bros., in that city. As a young man he began business with Thomas May & Co., Montreal, wholesale milliners and fancy goods merchants. He spent about three years there before entering the Gault Bros.' house. Twenty-eight years ago he became connected with the latter firm, and has since devoted his energies to the advancement of its interests. Some six or seven years ago he was admitted to membership in the firm, and subsequently became a director. He is now the director of the financial part of the concern, and is well known among bankers and business men as a shrewd as well as a strictly upright financier.

Mr. Rodger is a man who has never courted popularity, and his disposition is decidedly reserved. Politics have never interested him much, and he has never taken part in them. He is a deeply religious man, and, outside of the demands which such a large business naturally makes on anyone, he has occupied himself in forwarding the work of the church to which he belongs, and in which he is an elder. A native of Montreal, but of Scotch parentage, Mr. Rodger represents a type not too frequently met with. His business has not eaten up his soul completely; and he has taken his fair share of duty to others. He has always been fond of sport, and is an enthusiastic curler. He is still under middle age, and shows no tokens of abating strength. The firm with which he is specially connected, and the trade at large, it is to be hoped, can count on the advantage of his business ability for years to come.

**A LETTER FROM LIEUT.-COL. OTTER.**

Lieut.-Col. Otter, commanding the first Canadian contingent, has written in the kindest terms to Mr. Lockhart, of the Lockhart Bedding Co., Montreal, on the subject of a sleeping bag which this patriotic firm donated to him before his departure.

This is the same kind of bag as is used by sportsmen when camping out, and supersedes entirely the use of blankets.

A fac-simile of this sleeping bag is now on exhibition in Mr. Lockhart's bedding store, corner St. Catherine and Victoria streets.

**NEW HAT FIRM.**

A new hat firm, The Anderson & Macbeth Co., Limited, has just been organized for the wholesale hat, cap and straw goods business in Canada, and now occupy the warehouse at 58 Bay street, Toronto. This firm is composed of Mr. George Anderson, who has been for 22 years in the hat business in this

country, and is well known to the trade, and Mr. Macbeth, who has had large experience in the hat business in the United States. The firm will handle English, American and Canadian goods, and believe that when their travelers go out January 1 for the Spring trade they will show the most attractive range of novelties ever shown in hats in this country. The buyer has just returned from New York with the latest Spring styles. A line of hats for young men, natty and attractive, is proving one of their special leaders.

**JUDGMENT IN MR. CORISTINE'S FAVOR.**

Judgment was rendered in the Court of Appeal in Montreal on December 21 in the celebrated case of Hawes vs. Coristine.

Action was taken by Elizabeth Hawes, widow of Thomas

J. Coristine, for the recovery of \$68,000 claimed by her as her late husband's share in the firm of James Coristine & Co., of which firm he was a partner up to the date of his death in 1897. The surviving partner, James Coristine, claims that his brother had no interest in the capital of the firm, having withdrawn his small share of the profits from time to time during his lifetime. Expert evidence was secured by both parties to the case, which was tried in the Superior Court in 1898. Judgment was given in favor of Elizabeth Hawes for \$13,988. This judgment was appealed from, and in the Court of Appeal was reversed, the court holding that there was absolutely no grounds for the claim. Mr. James Coristine thus emerges victorious, with his honor and integrity completely vindicated.

It is interesting to note that the attorney of Elizabeth Hawes, who had absolute con-

trol of her estate, is now under arrest, being accused by her of having defrauded her of a very large amount. The case is now before the courts.

Mr. James Coristine is president of the well-known firm of James Coristine & Co., Limited, Montreal.

**NEW SHIRT AND COLLAR MANUFACTORY.**

Montreal has a new shirt and collar manufacturing firm. The Empire Manufacturing Co., Limited, have lately started operations on Craig street. The company's offices are commodious, and the prospects are that a very successful business will be carried on. They are manufacturers of shirts, collars, cuffs and boys' blouses, and make a specialty of high-grade lines. They invite the trade to inspect their samples before placing orders.

Mr. George A. Thorpe, of The G. A. Thorpe Manufacturing Co., is at present in New York selecting goods for Fall, 1900.



MR. JAMES RODGER.

The following superb

## NOVELTIES

will be presented by the GILBERT  
MFG. Co. for the

---

# SPRING

OF

# 1900

---

No buyer will be able to satisfy  
his house who does not personally  
and thoroughly investigate this  
line of

## DRESS LININGS



SILVER SHEEN; a great success.  
SATIN ANTIQUE; a novelty.  
XXX SUBLIME SILK PREMIER; superb goods.  
COMMODORE FABRIC; a great novelty for waist linings.  
No. 10 SEA ISLAND SILK; no further use for real silk.  
SULTANA SILK; too beautiful for a lining.  
FREDERICA RIBBON MOIRE; just elegant.  
BELLE FORT SILK; which needs no praise.  
BROCADE ARMUIR; nothing like it in America.  
XXX SUBLIME ANTIQUE; we cannot make them fast enough.

Also a line of our justly celebrated GILBERT FAST BLACK goods.  
Also a full range of colors in our 3-leaf Twills.

O. P. DORMAN, President.

# GILBERT MFG. COMPANY

380 AND 382 BROADWAY, NEW YORK.





## Clothing and Woollen Trade.

### THE MARKET AT HOME AND ABROAD.

THOSE who have analyzed the wool situation in England declare that the higher prices now being paid for colonial wools show no signs of easing off. They assert that, but for the shortage in merinos and the large consumption, the prices for finer wools would subside. But, both these factors being in force, the outlook for lower prices is by no means assured. An English exchange gives the following table of the advances in wool since the movement began :

|                           |                    |
|---------------------------|--------------------|
| During 1898.....          | 7½ to 10 per cent. |
| January series, 1899..... | 5 " 7½ "           |
| March " ".....            | 7½ " 10 "          |
| May " ".....              | 20 " 25 "          |
| July " ".....             | 5 " 7½ "           |
| September " ".....        | 10 " 15 "          |
| November " ".....         | 10 " 15 "          |
| Total rise.....           | 65 to 90 per cent. |

As a heavy shortage in merinos is again predicted for Australia, and Cape wools will be affected by the war, the outlook is not believed to be in the direction of lower prices.

In Canada, the higher prices paid for all imported woollen materials, especially worsteds, is generally acquiesced in. As to domestic goods, which are always slower to advance, the past month has put some backbone into the manufacturers. The selling agents of a large woollen concern issued a circular in December to this effect :

"In view of the recent very marked advance in the price of our raw material (wool, supplies, etc.), and the possibility of a still further advance in the future, we find it necessary to advise our customers as follows : All goods made by us are subject to an advance in price at any time, without notice. Orders not actually in our possession the day an advance may be made, will be filled only at the new price. Orders held by any house, waiting for one of our salesmen to call, or for any other reason, cannot be considered. Only such orders will be recognized as have been duly received and acknowledged by our firm. The above particulars are given not only for our own protection, but that our customers may not oversell any line of goods purchased from us, with the surety of being able to record repeats at the same price as their original orders."

Some of the mills, in showing samples for next Fall, have been embarrassed by the uncertainty as to prices, and some have not yet ventured to show fancies at all.

A. S. Campbell & Co., the semi-ready clothing manufacturers, of Montreal, are at present holding an extensive sale of overcoats, etc., at manufacturing prices. They had a contract with the Kennedy Co., semi-ready clothiers, and have termin-

ated it, and Mr. Campbell intends to devote himself solely to the retail trade in future, in which department he has had 25 years' experience. He intends to pay particular attention to the making of the finer grades of clothing.

Among the many novelties in the juvenile clothing, says an English authority, which are being put on the market for the Spring trade, those having any connection with the war in South Africa are sure to attract a large amount of attention. By far the best I have seen as yet is a juvenile suit, an exceedingly natty suit, made up in khaki, the material so prominently brought before the eye of the public by the military off to the war. The coat is of the Norfolk style, with four pockets, each with a broad box pleat and a flap buttoned with brass buttons. Two brass buttons are on each sleeve and on the belt, and the buttons down the front are of the same metal. The jacket has a wonderfully smart appearance, and is capitably made up and finished. Quite apart from sentiment, the cloth is almost an ideal material for juvenile Summer wear. It is waterproof and light, healthy to wear, and washes well. The manufacturers of khaki claim for it, that washing the material not only is not detrimental to the cloth, but actually improves it. However this may be, it certainly will stand hard wear, and should, during the coming Summer, prove a most popular wear amongst all classes.

The range of woollens shown this season by importers for the tailoring trade contains some attractive goods. The buyer for The W. R. Brock Co. declares that in trouserings the patterns comprise small checks, narrow stripes and overchecks, and materials range from moderate-priced goods to the finest French worsteds. In suitings, there are some nice fancy worsteds, both domestic and imported goods, principally in small grey checks and overchecks, both in pure botany and crossbreds. For Spring overcoats, the latest novelties in coverts and whipcords are both plain and herringbone pattern, while cheviots in greys and blacks are also in favor. What fashion may decree between now and the incoming of actual Spring weather is doubtful. Black and blue serges will again be popular for young men's suits.

Thornton & Douglas, of Stratford, Ont., are not only enlarging their making-up department, but are opening a new branch in Chatham, Ont. It will be the corner store in the new Victoria block, and is being fitted up as one of the hand-somest and best equipped clothing stores in Western Ontario. Its size is 27 x 95 feet, and it is being fitted up inside with hardwood finish and all modern conveniences, including the

THE . . . .  
**CALVERT &  
DWYER CO.**

**Wool Merchants**

and.....

**Wool Staplers**

**Toronto, = Canada**

Telegraph, telephone or write for our  
quotations. It will pay you.

TELEPHONE No. 2922.



**CLOTHING AND WOOLLEN TRADE.—Continued.**

latest designs of windows and vestibule doors. This will make the second branch store this firm have opened since they started in business in Stratford, in 1888. In 1893, they opened the Guelph store, and so successful has been their experience there that they have been encouraged to extend to Chatham.

The Sanford Manufacturing Co., of Hamilton, secured the contract for supplying 20,000 garments for the second Canadian contingent to South Africa.

The Rosamond Woollen Co., of Almonte, has received its new 460 horse power water wheel. There is also a large consignment of new worsted manufacturing machinery on the way from England. "Number one mill" is up-to-date in every respect.

The Stratford Clothing Co., will remove to Toronto this week, going out of the retail business and confining themselves to the manufacturing on a wholesale basis.

As handsome a circular as we have seen lately has been got out by Hutchison, Nisbet & Auld, Toronto. It is intended to direct attention to their stock of material for the ladies' tailoring trade. The cover is a fine fac-simile, printed, of a fashionable design in cloth.

A woollen factory is to be erected at Fredericton, N.B. Arrangements are about completed for the formation of a company of local men, of whom, it is understood, F. B. Edgcombe will be the chief stockholder, to establish and operate the factory, which will employ between 30 and 40 hands.

**TO EXTEND THEIR BUSINESS.**

JUST as certain chemicals fused together produce light or heat, so the fusion of ripe experience and fresh energy and enterprise is bound to produce increased power, and to extend even a large business.

The Crompton Corset Co., Limited, Toronto, have taken this method of extending their already great business. Mr. F. Crompton started this business about 25 years ago, and, by catering only to high-class trade, earned an excellent reputation for his goods. By the use of the most modern machinery, the employment of skilled workmen and keeping up the standard of their goods, this reputation has been maintained and the business has steadily grown until now the firm's factories cover more than an acre of floor space, and have a capacity of 12,000 pairs per week.

To keep pace with the "growing time" in this country, however, the executive force of the company has been increased by the admission of Messrs. George Reedy and John Gilchrist. Mr. Reedy has for years conducted an excellent dry goods business in Barrie, Ont., which he sold out to enter the Crompton company. Mr. Gilchrist has been for several years with the company as traveler. Both these gentlemen are comparatively young, and have been successful business men, so their entrance into this firm will add much to their capacity for business.

It is intended by the company to enlarge their staff and add to their machinery, so that the business may be extended in proportion to the growth in the demand for corsets in the Dominion, which their 14 travelers cover thoroughly every season.

**DISPLAY FIXTURES IN DEMAND.**

The past year has been an excellent one for the manufacturers of display fixtures in Canada. Clatworthy & Co., Toronto (see their advertisement on another page of this issue), have had a specially good year, an expansion of nearly 50 per cent. being shown over the previous year, from which it would appear that the efforts of this firm to suit the Canadian trade are being widely appreciated.

Anticipating a still greater expansion of their business during the coming season, this firm found it necessary to largely increase their facilities for manufacture, which will enable them to extend all lines of their business.

They will carry a full stock of their staple goods, such as revolving mantle racks, wax figures and papier-mache forms, and they are introducing their "Silent Salesman" and other showcases, which are offered at close figures. During the month of January only, they intend offering a reduction of 20 per cent. in the price of their ribbon and umbrella cabinets.

Many novelties will also be introduced this season, including millinery and hat stands, nickel-plated fixtures, etc.; also triplicate, duplex and other mirrors. Another novelty this firm are putting on the market is a double-rail, straight mantle rack, for which a big demand is looked, judging from inquiries.

It is evident that Clatworthy & Co. are determined not to neglect any means of securing a large share of the display-fixture business of Canada during the coming year.

**AMONG THE NOVELTIES.**

The white pique collar with bow to match the blouse waists is among the latest pretty ideas out this season. As usual, Messrs. Boulter & Stewart placed these on the market as soon as shown in New York. Keep the up-to-date goods, they always sell. Go one better than your competitors. You can see 100 designs of these popular goods at Messrs. Boulter & Stewart's, 13 Front street west.

Wreyford & Co., wholesale men's furnishers and manufacturers' agents, have removed from McKinnon Building, to more commodious salesrooms at Romain Building, over 85 King St. W., Toronto. They now carry a stock of several of Young & Rochester's leading lines in shirts, collars, and neckwear.

Owing to the popularity of shirt waists and blouses, it is evident that the Spring and Summer of 1900 will be a great belt season. Belts will therefore be shown in great variety. A leader in this line will be an elastic web, with ornamentations of marabout.

Among perhaps the most delicate and elegant materials that have ever been created to tempt the eye of the fair sex, are to be found the rich embroidered chiffon all-overs and sequin nets, which promise to be a leading attraction this season.

Mr. R. W. MacDougall, director of Gault Bros., Limited, Montreal, has been nominated again by the Dry Goods Association as its representative on the council of the board of trade. This is, however, merely a nomination, and does not necessarily insure appointment. The place is one that is somewhat keenly contested, and the authorities no longer recognize any association in the selection for office. No action can be taken until the annual meeting. Of course, the support of members of the Dry Goods Association carries with it that amount of value, and the hardwaremen and they generally work together. But the election takes place, every man on his own footing, so far as the board of trade is concerned.

# Beaver Woollen Mills

ALTON, ONT.  
(WILLIAM ALGIE)

MANUFACTURER OF THE  
FINEST QUALITY . . .

## Knit Goods

The Famous "DUPLEX" and "ALASKA" Brands  
of Underwear are guaranteed to be the best.

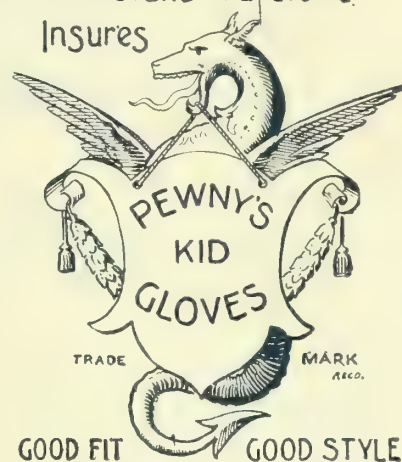
It will pay you to handle these goods.

We would like to tell you all about our goods and quote  
prices. Write to us.

# Beaver Woollen Mills

# PEWNY'S KID GLOVES

This Brand in a Glove  
Insures

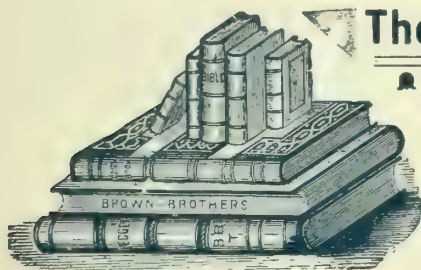


GOOD FIT      GOOD STYLE  
GOOD WEAR

All orders will receive prompt and careful attention.

## S. Greenshields, Son & Co.

Agents for EMIL PEWNY & CO.,  
GRENOBLE, FRANCE.



# The BROWN BROS., LIMITED

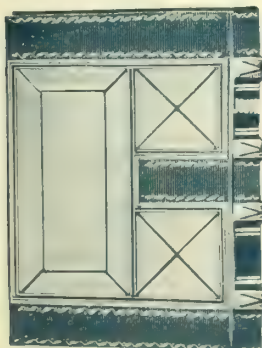
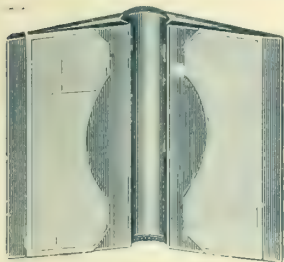
64-68 KING ST. EAST, TORONTO.

## STATIONERS, BOOKBINDERS

MANUFACTURERS  
OF ♦♦♦♦♦♦♦♦♦♦

## ACCOUNT BOOKS

## LEATHER GOODS, ETC.



We make and keep in stock the finest goods that can be purchased.

**Pocket Books, Purses, Card Cases, Diaries, etc.**

**Blank Books** of every description and all sizes.

**Stationery**—Envelopes, Pens, Pencils, Inkstands, Ink, Office Supplies, Stationery Novelties.

**Paper**—Printing, Writing, Letter, Note, Fancy, etc.

**Printers' and Bookbinders' Supplies.**

Stocks in every department new, up-to-date; prices very close.

We aim to have the most complete stationery house in the Dominion.

We expect to occupy our new premises, 51-53 Wellington St. West, about 1st February, 1900.

We invite all to call.

Letter orders receive prompt attention.

ESTABLISHED NEARLY HALF A CENTURY.

**THE BROWN BROS., Limited, Manufacturing Stationers, Toronto.**



## A GOOD AGENCY OPEN.

A large firm in Great Britain which manufactures a splendid line of Waterproof Jackets, Mantles, Costumes, etc., is open to receive applications from responsible houses for their Canadian Agency. Communications addressed to

"Waterproof," care "The Dry Goods Review," Toronto, will reach them.

1899. . . . WINTER SAILINGS. . . . 1900.

## BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between St. John, N.B., and Liverpool.  
Calling at Halifax, N.S., and Moville, Ireland, each way.

| From<br>Liverpool. | STEAMERS.       | From<br>St. John. |
|--------------------|-----------------|-------------------|
| Sat. Dec. 23       | LAKE SUPERIOR   | Wed. Jan. 10      |
| " " 30             | * MONTEREY      | " " 17            |
| " Jan. 6           | * MONTEAGLE     | " " 24            |
| " " 13             | * LAKE ONTARIO  | " " 31            |
| " " 20             | MONTRON         | " Feb. 7          |
| " " 27             | * LAKE SUPERIOR | " " 14            |
| " Feb. 3           | * MONTEREY      | " " 21            |
| " " 10             | * MONTEAGLE     | " " 28            |

And weekly thereafter throughout the Winter Season.  
\* Carry a limited number of First Cabin passengers only.

### Rates of Passage.

First Cabin—Lake Ontario and Lake Superior, single, \$45 to \$50; return, \$85 to \$90; prepaid, \$45 to \$50. Montrose, Monterey and Montegale, single, \$40; return, \$70; prepaid, \$40. Second Cabin—To or from Liverpool or London, \$32; round trip, \$60.80. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonderry); prepaid to Halifax or St. John, \$21. For further particulars as to passage or freight, apply to any Agent of the Company, or to

ELDER, DEMPSTER & CO., MONTREAL.



J. Walshaw, Manufacturer of all kinds of White and Grey **BLANKETS** BOLTON, ONTARIO.

TELEGRAMS: "PRINCES DUNDEE."

ESTABLISHED 1849

## Andrew Mitchell & Co.

Limited

Jute and Linen Manufacturers,  
Dyers and Finishers,



DUNDEE

Town Office, 30 Cowgate; also at Glasgow, London,  
Liverpool, Manchester, Paris.

All kinds of Flax, Hemp, and Jute Yarns and Twines, Paddings, Common and Fine Hessians, Sackings, Baggings and Pocketings, Canvas, Tarpaulings, Wool Sheets, Sacks, etc., etc.

HOME and EXPORT.

Registered Office, 12 Princes Square, Glasgow.

Canadian Agents

## R. FLAWS & SON

DRY GOODS AGENTS

Manchester Buildings,

Melinda St., TORONTO.

## HOTELS FOR COMMERCIAL MEN.

|                  |                   |
|------------------|-------------------|
| Halifax, N. S.   | Halifax Hotel     |
| " "              | Queen Hotel       |
| Montreal         | Windsor           |
| " "              | St. Lawrence Hall |
| Quebec           | Chateau Frontenac |
| " "              | Hotel Victoria    |
| St. John, N. B.  | Hotel Victoria    |
| " "              | Royal Hotel       |
| Sherbrooke, Que. | Sherbrooke House  |
| " "              | Walker House      |
| Winnipeg         | Leland            |
| " "              | Winnipeg Hotel    |
| Ottawa, Can.     | The Windsor Hotel |

## THOBURN'S Woolen Mill

ALMONTE.

Grey Flannels,  
Navy Blue Flannels,  
Military Flannels.

Our "ALL-WOOL" Flannels are Warranted Free

From Cotton.

EXCELLENT VALUE.



(Trade Mark)

## M. MARKUS

50 Hospital  
Street,

MONTREAL.



Carries a full stock of all

## TRIMMINGS

required by Clothing, Mantle, Shirt, Neckwear, Fur, Corset  
and Suspender Manufacturers.

We make a specialty of

## FELT

for Clothing, Mantle, Cap and Shoe manufacturers.

German Astrachan and Curls for the Hat and  
Cap Trade.

Silk Woven Name Labels and Hangers for  
every line.

ORDERS FILLED PROMPTLY. NO DELAY.

MANUFACTURERS OF

*All Wool and  
Union Fannels.**Tweeds, Serges &c.*A.H. BAIRD,  
SECY TREASH. STROUD,  
MGR

*The Paris Wincey Mills Co.*  
*Paris, Ontario*

## The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

**W. A. BAKER** 43 St. Sacrament  
Street

Manufacturers' Agent,

**MONTREAL**

Representing—KRAMERSCH, WERTHEIMER & Co., Bradford, England, Italians and  
woolens. FRIDERICH & FOLDA, Plauen, Germany, Jaces, HENSAL, COLLADAY  
& Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and  
upholstery goods. STANSFELD BROWN & Co., Bradford, Eng., carriage cloths,  
meltons, etc.

**R. FLAWS & SON** Manchester Bldg., Toronto  
Melinda St.  
Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, SONS & Co., Philadelphia, Pa.,  
Prints, Linings and Draperies.  
CARTWRIGHT & WARNERS, Limited, Loughborough, England,  
Hosiery and Underwear.  
D. SANDEMAN & Co., Leicester, England,  
Yarns and Warps.

**A. ROLAND WILLIAMS** Manufacturers' Agent,  
Room 509 McKinnon Bg  
19 Melinda St., Toronto  
Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens,  
Felt Hats, Dress Trimmings, Canvas, etc.

### SITUATION WANTED.

AS TRAVELLER BY SUCCESSFUL YOUNG BUSINESS MAN, with  
thorough knowledge of Dry Goods, Clothing and Gents' Furnishings.  
Will travel for expenses and commission, Northwest and British Columbia  
preferred, highest references. Apply A. B., care DRY GOODS REVIEW,  
Toronto. (1)

**If you Want to Learn Anything  
About Advertising.**  
If you are a businessman, and get or want  
to get business by any kind of advertising,  
and want to know how to advertise and  
make money for if you are an employe and  
expect to include business for yourself, or  
if you want to get into a new and profit-  
able profession, we furnish the founda-  
tion—the accumulated knowledge on the  
subject. Investigation costs you nothing.  
Immediate information will be sent free.  
Address Advertising World, Publicity Club, Columbus, O.

## THE SIEGE OF LADYSMITH.

SHREWD TACTICS ILLUSTRATED.  
UNRIVALED.

Sold everywhere or direct prepaid for 25 cents. Special rates to the  
Trade. Copyrighted.

Address "LADYSMITH," P. O. Box 1045, MONTREAL

**COUNTER  
CHECK  
BOOKS**

The BEST  
Is None  
Too Good

—AND—  
CASH  
Send for Samples  
and Prices SALE  
SLIPS

THE Merchants Counter  
Check Book Co.  
LIMITED  
40 Wellington St. East  
TORONTO - - ONT.

**F. ROBERTSON & CO**  
20, FRONT ST. WEST  
TORONTO

ILLUSTRATED LACE LISTS ON APPLICATION



## NEW FEATURES IN WHOLESALE TRADE.

### *McINTYRE, SON & CO.*

THE above firm draw the attention of the trade to their large assortment of imported wash fabrics and white goods. The assortment in this department is unusually large, and must be seen to be appreciated. The latest novelties in French printing are included in styles now being shown.

The dress goods department are showing the usual large range of plain and fancy styles for Spring delivery. On January 2 will be opened a special range of low-priced plaids for immediate shipment. Samples are in the hands of travelers.

The silk department is kept well assorted with good selling lines, many of which, being contracted for before recent advances, are now especially good value. French printed Foulard silks in novel designs are shown.

Kirby, Beard & Co.'s smallwares are too well known to require recommendation. Their needles, pins, etc., are among the best made. A full assortment kept in stock in Montreal.

In the kid glove department there is nothing but new, fresh stock. There are leading lines to sell at popular prices that will give a fair profit to the retailer.

### *P. GARNEAU, FILS & CIE.*

P. Garneau, Fils & Cie., Quebec, report a great success with their line of silkalette. It is sold in all popular shades and can be retailed at 17 to 20c. Ask their travelers, or write for samples.

The same firm have full ranges in black and colored cashmere and a large line of black crepons in latest designs selling at 35, 40, 55, 60, 75, 95c. and \$1.50. P. Garneau, Fils & Cie. are also showing large lines in tweeds, coatings, serges and other woollens at rock bottom prices.

A large consignment of black silks in *peau de soie*, nubienne, athos, figured damas, nicoise, taffetas, etc., is just being opened. They have now in stock very special values in Swiss point curtains, net curtains, vitrages, lace blinds and lace nets.

P. Garneau, Fils & Cie., are also receiving remarkable values in reversible cretonnes to retail with big profit at 15 and 20c.

### *S. GREENSHIELDS, SON & CO.*

S. Greenshields, Son & Co. have just received a full consignment of their new laces and all-over lace nets. These include the new heavy guipure insertions and all-overs in the Renaissance and other new styles. They anticipate a large trade in prints, and have already sold a large quantity of them. Prints, no doubt, will be trimmed with laces and all-over nets. Merchants should buy these early, as they are already getting scarce, both in this country and in Europe, and it will be very hard later on to get orders filled.

S. Greenshields, Son & Co. are showing a range of very fine muslins for Spring trade, including the organdies and new Silmus muslins. They have also now on hand a large stock of white Victoria lawns and India linens, which they are offering at old prices, and which can be delivered immediately for January retail white goods sales. In Victoria lawns, they have special makes in both light and heavy at popular prices.

S. Greenshields, Son & Co. and other merchants have found it very hard to get orders filled in Switzerland for white embroideries and insertions. These goods, in most cases, will be delivered very late this season. Their buyer had fortunately placed his order very early for the coming season's trade, and they have already received a large quantity of all their lines, including insertions, which are complete. They had bought before the heavy advance, and are offering these lines at old prices.

### *THE W. R. BROCK CO., LIMITED.*

As predicted last month, The W. R. Brock Co., Limited, have found that their Imperial suitings (large plaids) for ladies' skirts have become a decided feature. Their range is acknowledged to be an exceptionally fine one, and orders are coming in freely. As these goods are wanted for immediate use, and they are getting deliveries of them every day, they have kept their customers well supplied. They have made arrangements with the manufacturer to keep these goods fully assorted during the season.

They also report that many customers have taken advantage of their special offerings of stock lines in black and colored cashmeres, velours, whipcords, poplins, serges, and all staple plain dress goods that are in demand. Of course, it is understood that these prices only exist for stock on hand, and, after it is exhausted, the line will have to be dropped altogether, the advances being so great it would be impossible to keep them up. Some had predicted a falling off in the fancy black business, but The W. R. Brock Co., Limited, have not experienced this. In fact, they predict a larger season than ever for Spring in these goods, and, judging by orders already received, have good reasons to think so. There is, however, a tendency to go after smaller effects, although the large blisters are still selling freely.

Their Spring trade in fancies has been a surprise, although they felt with the general opinion that very few fancies would be wanted. In order to make their assortment as complete and attractive as possible, they placed orders for a nice range of the latest novelties, and have already been obliged to cable a number of repeats, which proves that fancy dress goods in Canada are not a dead letter to-day. The manager of this department, in conclusion, reports the dress goods business in the most healthy condition that he has ever remembered, orders having come in for future delivery much more freely, and customers generally inquiring for much better grades of goods.

The W. R. Brock Co., Limited, are in a good position to supply their customers with staple lines of black and colored silks, but strongly advise early placing of orders, as they will not be able to execute orders when present contracts have expired. As to fancy silks, they have a large range of costumes and skirts, the stock comprising the latest novelties of New York and London.

In cashmere hosiery, this house claims to attract the keenest buyers with their various lines, as they were fortunate in placing large orders for plain and ribbed goods when the market was more favorable than it has been for months past. They offer to send samples and quote interesting prices. The same is true of fabric gloves. As to cotton hosiery, in spite of the great advances, the department are maintaining their reputation for keeping the right goods at the right prices in stock, and offer for Spring much sought-after lines at the same prices as in the Spring 1898. These goods cannot be repeated except at a great advance.

In men's furnishings, business has greatly increased with

# THE MODERN STORE

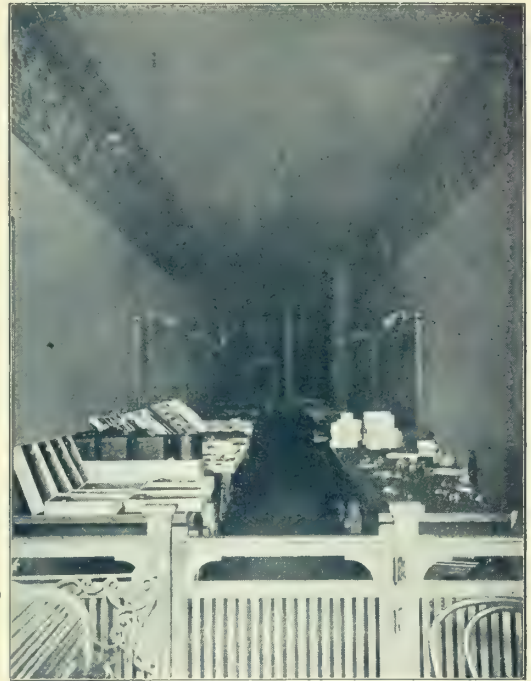


Luxfer Prisms successfully lighting a store 100 feet long.

Luxfer  
Prisms

represent  
... a ...

Yearly  
Saving



This is the best that ordinary glass could do before.

If you want more daylight, you want Luxfer Prisms.

We make Visitors Welcome, and Solicit Letters of Enquiry.

The phenomenal development of our Dominion is best evidenced by the greater demand for better store buildings, and, while solidity is required, the artistic is not forgotten. The Sales Department of the Luxfer Prism Co., Limited, has arranged to supply, on advantageous terms, the finest productions of the best and most reliable concerns engaged in manufacturing shop building materials.

## SAMPLES OF ALL LINES AT SHOWROOMS.

- LUXFER PRISMS.** Scientifically correct, in practice successful.  
Light any part of building with daylight.
- ELECTRO-GLAZED ART GLASS.** Original designs, artistic effects in glass.  
Electro-copper bar—requires no unsightly iron rods.
- ELECTRO-GLAZED FIREPROOF WINDOWS.** Transparent as ordinary plate glass, and decorative.  
Better fire protection than iron shutters, reduced insurance.
- MARBLE MOSAIC FLOORS.** Best Italian marbles, skilled Italian labor.  
Mosaic Marble & Enamel Co., Buffalo, N.Y.
- ARCHITECTURAL TERRA-COTTA.** Artistic effects obtained much cheaper than in stone.  
Perth Amboy Terra-Cotta Co., Perth Amboy, N.J.
- ORNAMENTAL IRON.** Grills, Wickets, Elevator Enclosures, Screens, Etc.  
The Winslow Bros. Co., Chicago, Ill.
- HARDWOOD FITTINGS.** Best Selected Woods, special finish, best workmanship.  
Store fittings of every description.
- EXPANDED METAL.** Fireproof Construction. Floors, Partitions, Roofs, etc., etc.

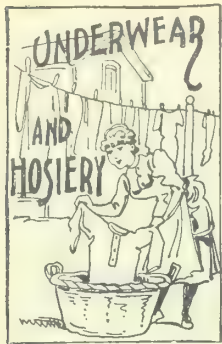
SKETCHES AND ESTIMATES ON APPLICATION.

Luxfer Prism Co., Limited 98-100 King St. West, Toronto



## A FEW SAMPLES FROM OUR STOCK OF CUTS FOR DRY GOODS AND DEPARTMENT STORES

SEND FOR CATALOGUES.



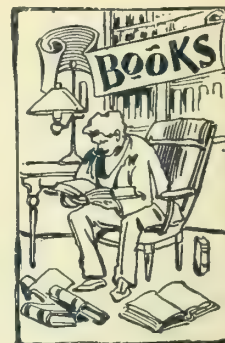
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## STANDARD ELECTROTYPE CO.

WILMINGTON, DEL., U.S.A.

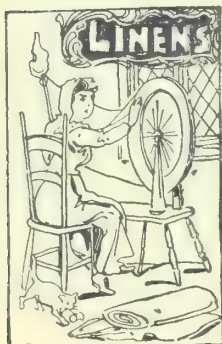
## PRICES FOR CUTS ON THIS PAGE.

Order by Number and Letter.

|                  |   |   |                |               |   |   |                |
|------------------|---|---|----------------|---------------|---|---|----------------|
| Less than 10     | - | - | 20 cents each. | From 25 to 49 | - | - | 18 cents each. |
| From 10 to 24    | - | - | 19 cents each. | From 50 to 99 | - | - | 17 cents each. |
| From 100 or over | - | - | 16 cents each. |               |   |   |                |

If ordered sent by mail add 1½ c. per cut to remittance. Always remit when ordering.

If you see the print of a cut anywhere that you would like to have an electrotype of, clip it out and write us. We can make a cut of yourself from photo, or of the interior or exterior of your store or building, or of any article of merchandise.



G 143



J 67



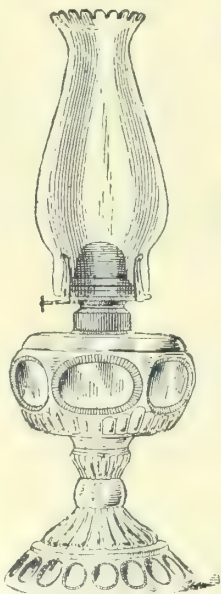
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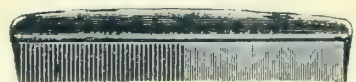
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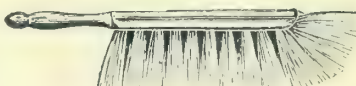
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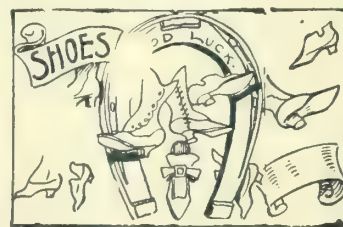
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P 362



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H 167



J 346

# The R. J. Smith Co., of Ottawa

LIMITED

268 Sparks Street,

OTTAWA, ONT.

WHOLESALE MANUFACTURERS

: : : OF : : :

Men's and Boys' Clothing,  
Smocks and Overalls,  
Top Shirts and Drawers.

Cutting, Making, and Trimming merchants' own cloth a specialty.

SEND FOR PRICE LIST.

## ROYAL CARPET CO.

 GUELPH.


Manufacturers of

# Ingrain Carpets

TWO AND THREE PLY

Art Squares,  
Rug Fringes,

Carpet Bindings,  
Rugs, Mats, Hassocks, Etc.

Our Special  
.... Line

## “THE CANADIAN BRAND”

The Best Wool  
Carpet in the World.

BEWARE OF IMITATION.



**WHOLESALE TRADE—Continued.**

the Toronto house since they built their annex to the warehouse, as they have more space to display and carry goods. For Spring trade, the department has gone more extensively into all kinds of outing, regatta and fancy shirts, and the selection of patterns and styles to retail at 50c. to \$1.25 comprises the cream of the best manufacturers in the Dominion. Besides this, their working shirts and overalls are being offered nearly 20 per cent. below to-day's prices. In neckwear, the range, style and general assortment have never been such as now. This improvement is noticeable in men's underwear. Having only carried before one style in a price, they now carry many others in plain and fancy balbriggans. Braces from all the leading manufacturers are shown to retail at popular prices. Three special lines of white dress shirts (for 50c., 75c. and \$1 retailing), called the "Wobbler," the "Warrior" and "W.R.S." lines, which could not be sold at the price quoted except for the fact that orders were placed for them nearly a year ago, may be mentioned. In the smallwares department can always be found drygoodsmen's and tailors' requisites, as the department aims to have everything in stock that can be reasonably asked for, and is continually getting in fresh supplies and adding any new Spring ideas in the market. They are showing, for instance, two qualities (A and B) of a new wool mending, called "Wooleneedle," each card of mending having a darning-needle stuck in it, which makes it sought after.

For Spring trade in dress linings, percalines are a leading feature, and The W. R. Brock Co., Limited, show five lines, to retail from 10c. to 25c. in a full range of staple and high colors. The buyer of linens has picked up several stock lots at old prices, and some special things are being shown in table linens (two cream damask and one bleached damask), and four lines of towellings—a 16-in. glass towelling, an 18-in. huck, and two 18-in. Scotch crashes. For ladies' Summer suitings, linen crash will be in vogue, and an extensive range of both plain and fancy makes (including two lines bought at a clearing price), is being shown. White piques, of domestic, English and American makes, have been bought at clearing prices—mostly in up-and-down cords. The stock of black and colored Italians was bought on the first advance only, and customers will get the benefit while this supply lasts. In French canvasses, three specially heavy makes, CZ, CM, CA, are being shown.

In prints, an extensive range of heavy Canadian cloth, over 300 patterns, two-thirds of them exclusively printed for Brock's, is shown. Also an effective cloth with mercerized finish, 32 in. wide, retailing at 12 1/2c. In fancy striped piques, two American cloths, bought at close figures, are being offered away down. Also, a low American cloth for 5c. retailing in black, red and regatta patterns.

**THE MONTREAL HOUSE.**

The W. R. Brock Co., Limited, Montreal (late Jas. Johnston & Co.), would call attention to their dress department, in which will be found a full range of the latest styles, both in plain and fancies, and particularly in black perolas and crepons. Cords and serges, also cashmeres, blacks and colors, which are very much under present market prices.

They are showing for Spring, 1900, a full range of black silks in the following makes: Surah satins, satin mervs, grosgrains, peau de soie, failles, glaces and moire velours; also a very large assortment in colors and fancies. Their ribbon department, as usual, is complete in all makes and prices; in trimmings, they are showing an extra large assortment of braids,

jets and sequins; also black and colored fringes, which are to be one of the correct features for the coming Spring.

In the smallware and notion department are to be found all the staple everyday lines, as well as the latest novelties, such as belt buckles and clasps, combs and hair ornaments, braid, shell hairpins, beauty pins in plain and fancy, and some special lines in braids, including white and fancy washable braids. They are placing in stock a new range of whitewear, for which they have already booked some very nice orders. They also show some great values in wrappers.

**JOHN MACDONALD & CO.**

John Macdonald & Co., in their silk department, are showing the largest and best collections of black and colored silks and satins they have ever shown—all purchased before the recent sharp advance. Amongst them are two special leaders in black peau de soie, 014 at 75c., and 016 at \$1; also extra value in black mervs at popular prices; black, white and all leading shades in colored taffetas; special value in white and colored satins. Their M.G.A. satin, to retail at 50c., is unsurpassed anywhere.

In their white goods department they have made preparations, on a large scale, for the usual January white goods sales. Their stock is now complete in cambric and Swiss embroideries, India linens, lawns, nainsooks, Swiss muslins, organdies, etc.

John Macdonald & Co. are showing a big range of novelties in all-over dress nets in guipure, valenciennes and embroidered effects. These goods are in big demand.

The popular brand of dress and costume serge known as "Seabelle" serge is now complete in all prices, in both black and navy. Every yard is guaranteed.

In the smallwares department they are showing a nice range of belt buckles, in enamel, cut steel and jet. These retail at popular prices. Ladies' watch guards, fancy hat pins, handkerchiefs in all styles; in fact, a fully assorted stock of haberdashery containing every late novelty is reported. In men's furnishings, collars are having a large sale, especially a line of 15c. linen. There is a large range of ready-made and negligee shirts as well as starched shirts. Black cashmere half-hose and black and fancy cotton half-hose are in great range, while, as to Spring underwear and sweaters, the natural wool is expected to precede the balbriggan.

For Spring trade, John Macdonald & Co. are showing a large range in fancy worsted suitings, trouserings of new designs and texture, and fabrics suited for Spring overcoats in covert, venetians, mixture twills and herringbone weaves. In tweed suitings, Scotch, English and Canadian, there is a wide range. In low and medium Canadian 3-4 tweeds; in 6-4 blue and black Canadian serges; 3-4 blue Canadian serges, special values are being shown. Their trade in "Belwarp" serges and worsteds is increasing, and for Spring quite a number of new makes are shown. In these cloths, color is guaranteed, and each yard is stamped with registered trade mark—"The Lion and Bull." The stock of trimmings for tailoring purposes includes all newest makes of Italian cloths, mohair serges and fancy and plain silesias.

For ladies' tailoring trade they are making a specialty of goods suited for ladies, cheaper lines than heretofore, and a more than usually comprehensive range.

**MR. ARTHUR GRASETT WITHDRAWS.**

Mr. A. W. Grasett, of The Wyld, Grasett & Darling Co., Limited, has resigned from active participation in the business of the firm. He, however, remains a stockholder in the company.



# HORROCKSES, CREWDSON & CO.

**LIMITED**  
COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**  
**WAREHOUSES, PICCADILLY, MANCHESTER**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

|                           |            |
|---------------------------|------------|
| PRIZE MEDALS, LONDON      | 1851, 1862 |
| GOLD MEDALS, PARIS        | 1867, 1878 |
| DIPLOMA OF HONOUR, VIENNA | 1873       |
| GOLD MEDAL, CAPE TOWN     | 1877       |
| DIPLOMA OF HONOUR, LONDON | 1884       |

|                        |      |
|------------------------|------|
| GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDAL, LIVERPOOL  | 1886 |
| GOLD MEDAL, EDINBURGH  | 1886 |
| FIRST AWARD, ADELAIDE  | 1887 |
| FIRST AWARD, MELBOURNE | 1888 |



Every garment we sell is made on the premises and  
this label is your guarantee.



WHAT  
TO BUY.

# "Tiger Brand" Clothing

The warerooms are well sorted  
with most everything the trade  
could need in Ready-Made Cloth-  
ing—for man or boy—and we are  
ready to give orders—large or  
small—for present delivery quick  
and careful attention. Will you  
write?—see our traveller?—or  
come to the house?

HOW  
TO  
BUY.

WHERE  
TO BUY.

## E. Boisseau & Co., Toronto

TEMPERANCE AND YONGE STS.

The trade is waking up to the fact that it pays to  
have the high-quality Clothing to Sell.

# **THE CENTURY SAMPLER AND PRICER.**

The Greatest Invention of the Century

In the interest of the Retail Dress Goods Department.

## **ADVANTAGES**

1. It is inexpensive.
2. It is practically indestructible.
3. It is both a Sample Holder and a Price Marker.
4. As a price ticket it is cheaper and more convenient than any on the market. Tickets can be removed and replaced without handling the goods.
5. Instead of being an expense it proves a source of revenue in the saving of both time and goods.
6. The sampler is always at hand without having to look through a box of samples, which requires time, and it advertises to customer that the store has samples to give on request.
7. The sample comes forth in good condition without having been crushed or stretched as when inserted with yard-stick.
8. Sample is always out of sight and no notch in the end of goods to suggest to customer that she might get out by asking for a sample to "show to her blind sister," or some equally poor excuse.
9. For "slow-moving" goods, a ticket differing in color from the regular ticket is a constant reminder to salesmen that "this piece" is to have special attention, and the change in ticket is quickly and conveniently made without removing the goods. Any plain paper can be used for ticket, or, if desired, we furnish tickets at about the cost of paper.

## **DIRECTIONS**

Cut a strip an inch or an inch and a quarter wide the full width of the goods.

Fold one end of this sample into loops about 4 or 5 inches long (just short enough to fit into the box part of holder) leaving the other end free and long enough to pass forward and up through the first hole and down through the other; then forward, leaving just enough of the sample exposed to catch and pull forth when needed.

In placing the sample in holder, the long loose end should lie under, allowing the ends of loops to rest against the shoulder in box part, thus assuring its retention in box until the last end is used.

In clipping sample, pull forth the length needed and clip close to the holder.

In filling mail sample orders, you can go through the stock and clip samples without taking goods from the shelf.

Price ticket can be placed and removed without removing goods from the shelf.

Exclusive Sale for all Canada.

# **JOHN MACDONALD & CO.**

**Toronto.**



**TIME SAVING FIXTURES.**

It is not now a question of do display fixtures pay or do they not pay; that question has been settled beyond doubt. A glance at the successful stores of to-day is a standing evidence that they do pay. It now remains with the purchaser to buy the best. The Toronto Brass Manufacturing Co. are devoting special attention to time and labor-saving devices. To prove this a few new ideas may be mentioned.

All standards are marked off into inches corresponding with each other.

All brackets are fitted to one templet, thereby guaranteeing perfect alignment of rods without the old time taking trouble of measuring.

The cross rods while much lighter will stand double the weight of the old style without sagging in the centre. Small clamps are supplied with each fixture for preventing rods from turning on brackets when used as hat stand or shoe fixtures.

Adjustable supports are attached to the top of each single stand to prevent its leaning forward when loaded up with goods. This support is so arranged as not to interfere with the moving of the standards.

These are only a few of the points showing the superior quality of the goods but suffice to show they are experts at their business, and can give you lower prices and better satisfaction than any house in the business. Always a large stock on hand for immediate shipment. Send for catalogue and discounts.

**ENGRAVED LABELS FOR CLOTHING, ETC.**

The use of labels on all classes of garments has now practically become universal. Nearly every leading manufacturer and retailer has his distinctive mark in the form of a label attached to every article he puts upon the market. A firm that devotes its whole attention to the making of steel plate engraved labels for neckwear, shirts, waists and other garments is the J. L. & M. Jacobs Co. This house originated its own specialty, and is the only one in its line making white labels exclusively. The busy preparations now going forward on Spring goods call attention to what has come to be regarded as an essential feature of every line—the affixing of the firm label on each garment turned out. In this connection, the card of the J. L. & M. Jacobs in this issue is of added interest. This firm devotes the whole of its big plant in the Elm Square Building, New York, exclusively to the production of steel plate engraved labels, and the prestige it has won in its chosen field is testified to by the fact that nearly all the leading manufacturers and retailers throughout the country are numbered among its patrons. It is largely due to the J. L. & M. Jacobs Co. that the old crude method of producing labels has been brought to the present state of perfection. Many of the designs are in the highest degree artistic, and the firm is thoroughly equipped to fill orders in from two to five days. Correspondence is invited by the house, and samples, designs and prices are cheerfully forwarded on request.

**AN ATTRACTIVE CORSET STAND.**

A new corset stand, which has commanded a large amount of attention in London, Eng., has been exhibited in one of the show windows at Peter Robinson's establishment, in Oxford street west. The work of a French inventor, it is an exquisitely modelled wax figure, and, by means of electricity, the movements of the head, eyes and chest are imitated in the most lifelike manner. The model is wearing the "Prinsa" corset, the latest edition to the well-known range of "I C Persephone" corsets, which is made in satin and choice brocades, as well as in a variety of materials for ordinary

wear. The model was loaned to Peter Robinson, Limited, by Sharp, Perrin & Co., of 31 Old Change, E.C., who are the sole wholesale agents for Great Britain and the colonies for the "I C" corsets, and it should prove a most attractive advertisement for these well-known corsets.

The W. R. Brock Co., Limited, Montreal, are clearing out a number of odd lots to make room for improvements in the building and for new goods coming in. They have just opened out a variety of draperies and art muslins in new effects.

Mr. George Reedy, who recently joined the management of the Crompton Corset Co., Toronto, was presented, at Christmas, with a handsome marble clock by the trustees and official board of Collier street Methodist Church, Barrie, of which he was an efficient member for several years.

Mr. Greeff, of Greeff, Bredt & Co., who have lately established an agency of their German business in Canada, was speaking the other day to THE REVIEW about the present state of trade in Canada, which was favorable to their trade as well as to most others. The headquarters of this firm are in Barmen, Germany, and they are, therefore, in good shape to get the closest prices from that centre of such lines as braids, trimmings, covered buttons, etc. In fact, they have the additional advantage of being able to study the requirements of the Canadian market, send to Germany with samples of some specialty which is wanted here, and the manufacturers will turn out a line in accordance with these suggestions. The firm of Greeff, Bredt & Co. sell exclusively to the manufacturing and wholesale trade. Their office is in the McKinnon Building, Toronto, and they will carry stock.

Ed. McFaul, dry goods merchant, Seaforth, has just completed the enlargement of his premises by the addition of the adjoining store, which was found necessary by the large increase in business. This he has carried out in the most attractive manner. The windows in both stores, which were of plate glass, are merged in one elegant front, making a fine display window. The counters of both sides are of natural wood with drop plate glass tops. The centre counter, of same class but oblong in shape, runs around the centre of the store, giving a fine display. But still more attractive are the large plate mirrors, 72 in. each, at the right and the left of the main entrance, with others of less size at the rear of the store, giving the impression in either direction you look that the store extends a much greater distance. The whole being of light finish, and, with the fine stock of goods, makes one of the most attractive stores we have seen.

Mr. Geo. Joseph who has returned from the Maritime Provinces as a representative of The Cloak Manufacturing Co. has some interesting things to say with reference to the state of trade in the Provinces generally, but particularly the great expansion now taking place in Cape Breton. The iron works which are being carried on by Whitney & Co. are three miles away from Sydney and already they employ about 1,300 men. There is also talk of a new industry being established at Sydney Mines, but this is not yet known to be on a practical basis. Mr. Joseph said that all the indications pointed to the rapid development of the district. There are solid buildings going up and it is hard to get accommodation for either merchants or householders. It is said that 56 new firms will commence business in the place this Spring. Seven banks are in operation and a strong indication that Mr. Whitney and his fellow capitalists consider the future assured is to be found in the fact that \$5,000 have been given to found a library, and a music hall is also being built.

# Genuine . . Celluloid

## Collars, Cuffs and Shirt Bosoms

All Fine, Fresh Stock.

GENUINE GOODS are  
stamped with our TRADE MARK  
Trade Mark.



The Miller Bros. Co., Limited

30 DOWD STREET, MONTREAL

Toronto Agent :

G. B. FRASER, 3 Wellington St. East.

# SYSTEMATIC SAVING

Can be accomplished by taking out an

## Unconditional Accumulative Endowment Policy

IN THE

## Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,  
Actuary

J. K. MACDONALD,  
Managing Director

# Gents' Umbrellas



## ONE RAINY DAY soon reduces your stock.

We can ship orders same day as received. All prices, \$4.50 to \$100.00 per dozen.

## The Irving Umbrella Co.

Manufacturers

Limited.

20 Front St. W. . . TORONTO

## M. Markus

30 Hospital Sq.  
MONTREAL.

## IMPORTER

## AND FOREIGN MANUFACTURERS' AGENT

### Specialties:



Silks, Velvets and Velveteens,  
French, German and Swiss Silks,  
German Dress Goods,  
German Mantlings,  
Embroidery, Laces, Braids, Buttons and  
Dress Trimmings,  
English and German Hosiery and Gloves,  
The celebrated W. & G. Shirts and Collars,  
German Fancy Linens.  
A full line of Tailors' Trimmings always  
in Stock.

CORRESPONDENCE SOLICITED.



**UP-TO-DATE WINDOW DRAPERIES.**

In the November issue of this paper, an interesting description of the "strictly proper thing for a window drapery," written by a New York fashion critic, was published. The writer, in eloquent language, described the ruffled bobbinet curtain as the most graceful and artistic as well as a practical finish for a window.

While thus described as the newest thing in New York, it was not known that the same curtain was being made by a Canadian house. It seems, however, that almost simultaneously with its introduction in New York, these goods have been made in Toronto, by Prime & Rankin. This house make the goods in the same styles and patterns as those made in New York, but, as the raw materials are imported into both countries from Great Britain, and as the United States houses have to pay a much higher duty than is charged in Canada, the goods are produced at lower prices here than is the case in the United States. Prime & Rankin have issued a small booklet describing in detail and showing illustrations of many of the designs. This can be had upon application.

**THE NEW SHANNON BINDER.**

The accompanying illustration shows excellently the features of the new Shannon binder made by the Office Specialty Co., Toronto, for use with their binding cases. Of late a big improvement has been made in the quality of these binders. They are now made entirely of steel, with heavy

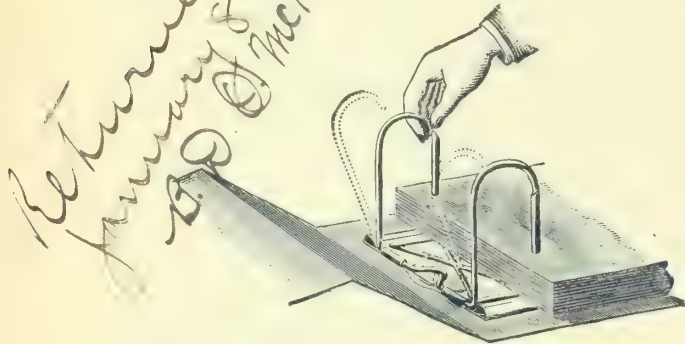


plate steel base and steel tubing. This gives them strength, which is made all the more enduring from the fact that no solder is used in their construction, as solder necessarily caused them to rust and corrode. As, furthermore, they are hand-somely oxidized, the qualities of strength and beauty in these binders are bound to increase the sale of the transfer cases manufactured by the Office Specialty Co.

**CUTS FOR JANUARY BUSINESS.**

Merchants who make efforts to do a good January business will naturally call in the aid of cuts for their advertising. The Standard Electrotype Co., Wilmington, Delaware, U.S.A., have gone largely into the supplying of cuts for merchants' ads., and suitable cuts are now among the easiest and cheapest things to obtain. The first small cost of the cuts is further reduced when you take into consideration the fact that they can be used in newspapers, circulars, dodgers, and all sorts of printed matter for years to come. They invite readers of THE REVIEW to send photo. views of stores, etc., for reproduction, and will quote prices on inquiry.

**TO REPRESENT P. GARNEAU, FILS & CIE.**

Mr. Percy Ross left Quebec on December 26 for Winnipeg, where he will take charge of the above firm's Western business. Mr. Ross' experience and well-known ability is an assurance of his success, and his appointment will, no doubt, be appre-

ciated by the numerous friends this enterprising firm have in the west. Mr. Ross has been on Messrs. P. Garneau, Fils & Cie.'s staff for a number of years, and we predict for him a prosperous career.

Toth & Gunther, general merchants, Milverton, have found it necessary, on account of increase of business, to knock the rear wall out of their large store and build a large addition, which they will use as a millinery department and also for their stock of furnishings and clothing.

I. V. St. George Williams, superintendent at John Piercy & Co.'s, Victoria, B.C., has accepted a similar position with McKay, Smith & Co., of Vancouver. Mr. Williams, who is an old Toronto boy, was presented by his fellow members of the staff with a handsome gold-headed walking stick and an address.

Almonte flannels have a high reputation, and have done much to secure a good name for Canadian goods of this class. Mr. James H. Wylie, of Almonte, an experienced manufacturer of flannels, is now making a specialty of military and all-wool flannels, a fact which the trade will do well to note in view of present demand.

Messrs. J. & J. Baldwin, the yarn manufacturers, of Halifax, England, have issued to their friends a very fine calendar and blotter combined. The blotter contains about a dozen pages, each with the "Bee Hive" trade mark, and the stamp of the different wheeling, fingering and knitting wools which are so well known.

Major Weeks, who commands the Maritime Province company of the first Canadian contingent, is of good Prince Edward Island stock and connected with the dry goods trade. He is a son-in-law of Mr. Wm. A. Weeks, formerly head of the firm of W. A. Weeks & Co., Charlottetown, now Weeks & Co. (consisting of Messrs. C. D. Weeks, C. Leigh, jr., and L. G. Whear).

Manufacturers are always glad to know just where they can purchase the numerous trimmings, etc., which they require. M. Markus, Montreal, carries a full stock of all the trimmings required by clothing, mantle, shirt, neckwear, fur, corset, and suspender manufacturers, and makes a specialty of felt for clothing, mantles, caps and shoes. M. Markus also furnishes other requisites for hat and fur trade, as well as labels and hangers of all kinds. He has had considerable experience, and knows the wants of the trade. Merchants can count on having their orders filled promptly and without delay.

The manufacturers of the "Silent Salesman" show cases, John Phillips & Co., Fort street east, Detroit, Mich. (whose announcement appears on page 91), are shipping these noted cases to the Canadian trade from their Windsor, Ont., branch thus saving duty to the Canadian purchaser. The improvements necessary in store premises everywhere nowadays cause a demand for such fine articles as these show cases, which the enterprising dealer should not miss. Full circulars, prices, etc., by dropping a card to the manufacturers.

The National Rubber Co., which has lately been formed, will be the fifth large rubber manufacturing concern in Canada. The proprietors of the firm are: Mr. L. N. Rosenthal, formerly one of the partners in the Beaver Rubber Co. and brother of E. L. Rosenthal of that firm, and the Messrs. Glickman, of Glickman & Glickman, wholesale dry goods merchants. The new business will be carried on at 445 St. Paul street, Montreal, and it is expected that operations will be begun about January 15, 1900. Mr. Rosenthal made the first rubber coat ever made in Canada, some 12 or 13 years ago.

# The Empire Carpet Co.

St. Catharines,  
Ont.

Pioneers of Ingrain Weaving  
in Canada

We make only **one** line of Carpets—**Ingrains**.  
All our time, energy, experience, and capital are devoted to  
producing this **one** line **right**.  
We believe in doing **one** thing at a time and doing it **well**.  
Our samples for Spring **have** been on the road for some time.  
Orders so far indicate a large increase in our trade for the  
coming season.  
Values, designs and colorings are right.  
Prompt delivery of Spring orders is assured our customers.

Wait for our Travellers, they are  
coming your way soon.

THE . . .

## EMPIRE CARPET CO.

# It Has Been Our Constant Aim

to place before the people of Canada a first-class article,  
neat in design, of fast colors, and manufactured from pure wool only.  
Our expectations have been more than realized, showing that the trade in  
general are weary of shoddy and cotton mixtures.

Our personal guarantee of the quality is on every piece of goods  
that we turn out.

WE MANUFACTURE:

Overcoatings  
Venetians  
Overcoat Linings  
Whipcords  
Scotch Suitings

Serges, Fancy  
Vestings  
Dress Goods  
Steamer and  
Travelling Rugs  
in tartan and other designs

ALL MADE FROM PURE WOOL.

Our travellers are now out with a complete range of Fall designs  
and any who have not seen our goods, if they will please notify us, we  
will have them call upon you.

## BOYD CALDWELL & Co.

Clyde Woollen Mills, LANARK, ONT.

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and  
**TAILORS'**  
**... TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

## MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

# John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.

\*\*\*\*\*

**Woollens** and  
**Tailors'**  
**Trimmings**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.





The Empire Manufacturing Co.

MANUFACTURERS OF

LIMITED

*High-Grade Shirts,  
Collars, Cuffs and  
Boys' Blouses*

OUR MOTTO

Good Goods, Latest Novelties, Finest Finish

SEE OUR SAMPLES BEFORE PLACING  
AN ORDER.

646 Craig Street - - Montreal.

Special Orders in

# Fine Clothing

We have this branch down to a science. Outside of **Vancouver, Winnipeg, Ottawa, Bedford,** and **Granby,** we want about 50 accounts to Sell Suits from Cuttings. We are having applications from all over the country, and want the best men who are hustlers. We make a specialty of making

**P.A. Frock Coats and Vests**  
**Fine Morning Coats and Vests**  
**Dress Suits and Outside Garments**

that general clothing houses do not carry nor make. Everything the best in the way of cloths and trimmings.

---

## A. S. Campbell & Co.

Manufacturers of  
High-Grade Clothing.

Montreal.



## COMMERCIAL TRAVELERS, THE RAILWAYS AND BAGGAGE.

**T**HE question of convenience, time and profit, in relation to the commercial travelers and the railways, suggests a few ideas which might be considered by both interests.

The railways and their employees are, as a rule, ever ready to facilitate this part of their traffic, and it is no small part, either.

The commercial travelers have rarely appreciated the trouble the railways have in the handling, checking and all the other *et ceteræ* of this immense traffic.

There are probably 10,000 commercial travelers, carrying, in the year, say, nearly 5,000 tons of baggage, on which the railways collect nothing direct. When this is considered, with the cost of the excess cards, prepaid certificates, and baggagemen, it is easily seen that the balance of baggage that pays its way must also pay for that which is nominally free.

Why not make all commercial baggage pay for being carried, and formulate a price that would be known to everyone—say, 100 lb. of baggage, 100 miles, for 10c.? This sum may be too low or too high, but no doubt their mathematicians could give a price that would pay the railways.

Were this system introduced, it would save the railways the cost of excess tickets and prepaid certificates. It would save the baggagemen no end of trouble just when a train was leaving. It would end the question of a commercial traveler handing any baggage to a companion going light. The idea being still further followed out would be facilitated by books of coupon tickets, which could be issued by the railways for any mileage or weight of baggage, and interchangeable on any line of railway or boat.

So far this may read as if it was all well studied out for the railways' benefit, but an idea to be of enough value for adoption between two people must be of value to both.

Were this idea adopted, the commercial travelers could have their baggage all settled for, before they leave for their trip, by the firm. When leaving a station, the time lost in having to be there long before train time to have excess made out or prepaid certificate attended to, is well known to mostly every man on the road. Under this idea, commercial baggage could be checked as any ordinary traveler's trunks. On arrival at its destination it could be settled for by the commercial traveler. If he traveled 50 miles he would simply give up 50 miles in coupons. Every firm knows to a pound or two what their travelers are carrying and how long a trip they will have, so the matter could easily be calculated, and it is much satisfaction to know your baggage is all settled for. By this idea the commercial traveler has the very last moment in the town he is leaving for business, just saving enough time to pack and get to the station. Under the present system he must be there from at least a quarter of an hour before train time. Then, a commercial traveler has more time when he arrives to look after the railway's requirements.

These books of coupons would have the commercial traveler's name and certificate number and firm's name. Each coupon being numbered, belonging to a series, would easily be checked by the railways.

Should a commercial traveler send part of his baggage back to his firm before he has completed his trip it is easy to compute the number of coupons to pay on the balance.

Should a commercial traveler not use his entire book, the balance could be used on a later trip, or used as part payment on a new book.

The amount of money saved to the railways by this method would very likely permit a reduction of the rate per mile on commercial travelers' passenger transportation, possibly bringing it to 2c. a mile, and, if this were so, there would be no reason why the employers of travelers would not also buy the passenger as well as the baggage transportation for their travelers, for their entire trip, before they leave.

These suggestions are submitted for criticism, and the promoter would be glad to get opinions from men on the road.

A COMMERCIAL TRAVELER.

### FAVORITE FABRICS.

Among fabrics most favored, the first in rank is cloth of which at least two-thirds of both walking and, of course, tailor costumes are constructed. In fact, cloth meets with such general approval that it is even employed for visiting dresses, and very stylish and elegant it looks. "We have brought out several very handsome ranges of ladies' cloth," said Brophy, Cains & Co., "in both British and foreign makes, in the latest Parisian shades."

### LACE.

Lace consumers are becoming much better informed in regard to laces than they have been heretofore. They select them with more care, and show more appreciation of the beauty of the pattern and the fineness of the mesh. "We," said Brophy, Cains & Co., "would add to this, that buyers will find that it pays to consider the growing exactions of the public in these matters, and in making their selections for the coming season should bear in mind that the tendency is decidedly toward a higher grade of goods. We are showing very handsome laces for the incoming season."

### GIVING SAMPLES.

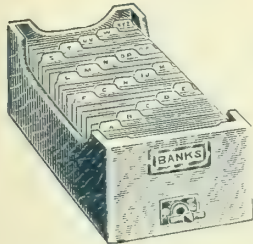
The big city houses are making quite a feature now of giving samples. In this way they please lady buyers and advertise their own stores. The samples they send out are quite small, but the ladies seem to be satisfied with a very narrow piece of goods. To facilitate this giving of samples, a little device, called the "Century Sampler and Pricer," has been invented and just put on the market. The "Sampler" has a number of good features about it, and enables the retail merchant to keep a very sharp eye both as to his prices and to the samples of goods. It is a cheap article, and saves itself both in time and in goods. John Macdonald & Co. are handling the device in Canada, and any retail merchant interested may write them for a sample.

### READY FOR A BIG SEASON.

The great increase in the demand for millinery, from all quarters of the Dominion this year, has been a good test of the enterprise of the wholesale houses. All the progressive houses have responded to the development, by improving their facilities and enlarging their preparations for the Spring trade of 1900. Chas. Reid & Co., of Toronto, have suited their preparations to the season. Their buyers have examined the latest productions of all the great designing markets, and have secured large quantities of the newest goods desirable for this market. This company direct special attention to their stock and pattern hats, but their general stock is so large and varied that even a casual examination would be to the advantage of buyers.

ADVERTISING IN WESTERN CANADA will be . . .  
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by  
THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

# ARCHBALD'S



## Card System

**\$2.25** net cash with  
order, delivered  
to any place in Ontario

and Quebec.

Worth any number of pigeon holes or books. With it the busy business or professional man can collect in a small place all the information and loose details that are scattered throughout his office and desk. Each day is brought to his notice those matters which should have immediate attention. Consists of 400 Record Cards Ruled, 1 Alphabetical Index, 20 Blank Index Cards, 1 Handsome Polished Desk Drawer Tray, 9-in long (add 10c. for each additional inch in length) made of quarter sawed oak. If not perfectly satisfactory you can have your money back. Catalogue for the asking.

## CHAS. E. ARCHBALD

45 Adelaide St. East, - - - TORONTO

Branches—OTTAWA, HAMILTON.

Mention this paper.

## STAG... Dominion Hair Cloth Co.



JAMES PRIOR, Prop.

St. Catharines, Ont.

Manufacturers of all kinds

HAIR CLOTH CRINOLINE  
FRENCH BLACK, BLEACHED AND GREY  
TAILORS' PADDINGS  
FURNITURE SEATING AND COVERING

## General Merchants . . . .



and other Dealers, who are regular subscribers to The Canadian Military Gazette, wishing copies of

THE CANADIAN GROCER.

THE CANADIAN HARDWARE AND METAL MERCHANT.

THE BOOKSELLER AND STATIONER.

THE CANADIAN PRINTER AND PUBLISHER.

May have a copy of them sent free at any time they wish to consult the advertising columns. Special clubbing rates on application.

The MacLean Publishing Co., Limited

MONTREAL.

TORONTO.

# BEDROOM SUITES, SIDEBOARDS, BEDS,

Centre Tables,  
Dressing Tables,  
Hall Stands,  
Desks and Book-Cases.



THE SIELING FURNITURE CO., of Ontario, Limited,

Manufacturers,

Walkerton, Ontario.

## Aniline Colors

Manufactured by St. Denis Dyestuff & Chemical Co.

## Dyewoods and Extracts

Manufactured by British Dyewood & Chemical Co.

## Calico Printers' Supplies

Manufactured by Wm. Blythe & Co.

Assorted stocks always on hand.

## W. T. BENSON & CO.

164 St. James St., MONTREAL.

## J. G. FIELD

Manufacturer  
of

## ETOFFS and FRIEZE

and dealer in all kinds of

## WOOLEN GOODS

Agents: Montreal—Duncan Bell.

Toronto—W. M. Angus & Co.

TAVISTOCK, ONT.



## SENT TO WOUNDED OFFICERS.

VERY few amongst the general public know what an amazing quantity of presents of every imaginable kind, whether adapted to an invalid or not, are always received from people he never heard of before by any prominent officer of our forces who happens to be wounded in action.

Distance seems to be no object whatever, for, during the campaign of which the battle of Dargai was a part, some thousands of separate parcels, including a gigantic music-box, were either sent the entire journey, or so far as easy transport went, to the officers and men, not one-tenth of these coming from people the wounded knew even by name. Lord Charles Beresford, lately, in a speech at a club, told of one officer who received nearly a hundred letters from devoted ladies whom he had never heard of before, and offering to go out and nurse him.

The writer, discussing this speech lately amongst a party of officers at Aldershot, heard some most extraordinary stories of this kind, the actual letters of the would-be nurses being shown. Some of them came from London working girls. But more strange than these were the eccentric articles sent anonymously to comfort wounded officers. These included a big doll, and a number of toys and puzzles—from little girls—a "Punch-and-Judy" complete, a set of fret-saw instruments, any amount of gingerbread and cakes, and many most incongruous articles.

## JOHN CATTO, TORONTO.

For 40 years or more, Mr. John Catto, of John Catto & Son, Toronto, has been known in business as an enterprising, enlightened merchant, and with characteristic shrewdness and ability has attained very marked success. A native of Aberdeenshire, he had his early training in the Old Land, but while still a very young man he crossed the Atlantic, and in the process of time made his mark as a leading merchant. To Scotsmen the department of his business which is of most interest is that devoted to clan tartans, in which he does an extensive business, his goods being in demand not only in Canada, but in the United States.

## GET A COPY.

A valuable book on children's and women's underwear, muslin goods of all descriptions, corsets and woollen knitted lines, has been got out by Messrs. Sharp, Perrin & Co., 31 Old Change, London, England, the extensive manufacturers of these goods. It is bound in cloth, contains over 200 pages, and has hundreds of designs and patterns in garments, lace patterns or trimmings, which make it of permanent value. Any Canadian dealer who wishes the book will get one free by dropping a card to the manufacturers.

The G. A. Thorpe Manufacturing Co. are showing special values in whipcord overcoats for Spring.

J. E. De Hertel, of Campbell & De Hertel, furnishers, Perth, Ont., has been elected as councillor in that town.

Knox, Morgan & Co., of Hamilton, in writing THE REVIEW, express the opinion that retailers ought to put their profits on the market value of goods in January or February, and not upon present day cost.

The firm of Blaquier & Jones, Petrolia, are dissolving, January 1, Mr. Blaquier retiring. The firm, which has been in existence seven years, has built up one of the most thriving businesses in Western Ontario, and Mr. Blaquier, who will probably become a traveller, should do equally well in his new sphere, as his experience, capacity and energy are the qualities that tell. Mr. Geo. Anderson joins Mr. Jones in the firm this month.



MASTER OF THE SITUATION.

OLD GENTLEMAN.—Now, boys, if I give you a penny each will you throw away those nasty cigars?

BIG BOY.—I tell ye wot. Gi' me a penny an' Billy'll throw his away.

## LININGS.

Speaking of linings, Brophy, Cains & Co. said: "Converters seem to be directing most of their attention to the production of soft finishes, that shall take the place of taffeta silks in the popular fancy. It is worth noting that high colors, about which there was some doubt early in the season, are now taking the lead, and some of the most desirable tints seen are purples, French blues, cerise, bright cardinal, and bright gold." This house is also offering a new lining, their No. M 100 in 60 shades. It is a very high grade of mercerized cotton, and can be sold to the best trade. The finish is particularly soft and brilliant. Their black sateens, silklines, and satannas are lustrous as silk—prices to retail from 12½ to 50c.

Silver and black, steel and grey, and silver and white are among the combinations shown by Brophy, Cains & Co. They are very tasteful and pretty.

The counter check book is so firmly established a feature in retail merchandising that a recommendation of such books is only good to the extent that the particular book recommended can stand comparison with others on the market. The Merchants Counter Check Book Co., Limited, Toronto, have such confidence in their books and their cash sale slips that they offer to send samples and prices to any merchant applying for them. Merchants who do not use this book would find these samples worth examining.

SAMPLES SOLICITED  LOWER PROVINCES

A solid connection of 30 years, Men's Furnishings and Dry Goods trade. Good specialty line preferred. Best of references. Address

"Samples," care Dry Goods Review, Board of Trade, MONTREAL

# MacLean's Trade and Class Newspapers Cover Canada

## THE CANADIAN GROCER

The grocery and general store paper of Canada. The only exclusively grocery paper in the Dominion.

Issued weekly, \$2 a year.

+++++

## HARDWARE AND METAL

The only paper in Canada circulating among hardware, paint and oil dealers, plumbers and steamfitters, millmen, machinists, foundrymen and other manufacturers.

Issued weekly, \$2 a year.

+++++

## THE DRY GOODS REVIEW

Only paper in Canada devoted exclusively to dry goods, millinery, men's furnishings, hats, caps, and clothing trades.

Issued monthly, \$2 a year.

## THE BOOKSELLER AND STATIONER

The official paper of the Booksellers' and Stationers' Association of Canada.

Issued monthly, \$2 a year.

+++++

## THE PRINTER AND PUBLISHER

Official organ of the Canadian Press Association and the Employing Printers' Association.

Issued monthly, \$2 a year.

+++++

## THE MILITARY GAZETTE

The military paper of Canada. The only paper having an extensive circulation among the gentlemen of Canada.

Issued semi-monthly, \$2 a year.

+++++

## MONTREAL LIFE

The home magazine of the Canadian people.

Issued weekly, \$2 a year.

SAMPLE COPIES UPON APPLICATION.

# The MacLean Publishing Co., Limited

Montreal,

Toronto,

Winnipeg,

London, Eng.

Board of Trade.

26 Front St. West.

Western Canada Block.

109 Fleet St., E.C.



# HANDY REFERENCE GUIDE.

A CLASSIFIED INDEX OF ARTICLES ADVERTISED IN THIS SPECIAL NUMBER OF THE DRY GOODS REVIEW  
FOR THE CONVENIENCE OF READERS AND THE BENEFIT OF ADVERTISERS.

## A

Advertising Cuts.....page 164  
Advertising Novelties.....pages 139 164  
Architectural Iron Work and Materials.....pages 108, 163  
Auctioneers.....page 39

## B

Batting.....page 29  
Belts.....pages 36, 48, 86, 101, 109, 147  
Bindings.....pages 74, 97  
Blankets.....pages 39, 86, 129, 140, 160  
Blouses.....pages 23, 39, 48, 79, 86, 106, 107, 129, 133, 174  
Books, Pocket, Account, Blank, etc.....pages 159, 161  
Boots.....page 69  
Buckles.....pages 36, 48, 97, 147  
Bustles.....page 93  
Buttons.....pages 39, 51, 55, 86, 97, 135, 147

## C

Caps.....pages 65, 97, 99, 147  
Capes.....pages 39, 97, 151  
Card Systems.....page 179  
Carpets.....pages 1, 11, 27, 54, 71, 72, 95, between 124 and 125, 140, 141, 165, 173, 183  
Carpet Warps.....page 70  
Cash Carriers.....page 124  
Challie.....pages 59 71, 72  
Chiffons.....pages 36, 49, 71, 72  
Cloth Chart or Measure.....page 51  
Cloths.....pages 27, 43, 47, 58, 61, 62, 63, 71, 72, 103, between 124 and 125, 137, 147, 161, 167, 173, 179  
Clothing, Ready-made.....pages 2, 3, 23, 65, 80, 87, 97, 100, 105, 106, 107, 123, 146, 147, 165, 168, 177  
Clothing, Rubber.....pages 5, 39, 47, 109  
Coats, Fur.....pages 11, 97, 99  
Colors and Dyes.....page 179  
Collars and Cuffs.....pages 51, 71, 72, 86, 109, 111, 120, between 124 and 125, 171, 174  
Colleges and Schools.....pages 97, 147  
Combs.....pages 36, 49  
Comforters and Cushions.....pages 34, 127, 140  
Corsets.....pages 16, 83, 93, 97, 135  
Costumes.....pages 39, 49, 87, 105, 106, 107, 133, 151  
Cottons.....pages 27, 34, 43, 48, 71, 72, 95, between 124 and 125, 140, 167  
Cotton, Knitting.....pages 29, 70  
Cretannes.....pages 25, 34, 59, 71, 72  
Cuff Holders.....pages 51, 109  
Curtains.....page 34, 36, 41, 43, 46, 129, 139, 143

## D

Display Stands.....pages 65, 91, 125, 131  
Drapery.....pages 34, 125, 139, 143  
Dress Forms and Stays.....pages 93, 175

Dress goods.....pages 1, 6, 27, 31, 35, 43, 47, 48, 54, 58, 59, 61, 62, 71, 72, 79, 89, 95, between 124 and 125, 129, 133, 134, 137, 140, 155, 171, 173  
Duck.....pages 43, 59  
Dyers, Bleachers and Finishers.....pages 10, 13, 14, 108, 124, 129, 130, 152, 160, 179

## E

Electrotypers and Engravers.....page 164  
Embroideries.....pages 29, 49, 79, 77, 171

## F

Felt.....page 160  
Fixtures.....pages 65, 125, 131  
Flannels.....pages 71, 72, 97, 129, 160, 161  
Flannelettes.....pages 43, 70, 71, 72, 129, 140, 167  
Frillings.....page 36  
Furniture.....page 179

## G

Gas Generators.....pages 57, 73, 108  
Gloves.....pages 36, 39, 43, 45, 49, 70, 71, 72, 89, 101, 109, 129, 159, 171

## H

Haberdashery.....pages 1, 15, 27, 36, 54, 71, 72, 86, 109, 110, 111, 113, 116, 117, 119, 121, 123, between 124 and 125, 129, 174  
Haircloth.....page 179  
Handkerchiefs.....pages 25, 36, 109, 129, 147  
Hats.....pages 36, 65, 86, 94, 97, 99  
Hosiery.....pages 7, 15, 25, 27, 31, 36, 39, 43, 45, 49, 54, 71, 72, 79, 109, 110, 116, 117, 123, between 124 and 125, 129, 130, 147, 171  
Housefurnishings.....pages 1, 27, 54, 95, 179

## I

Illustrations for Advertising.....page 164  
Illustrators and Engravers.....page 164

## J

Jackets.....pages 39, 151  
Job Printing.....pages 97, 159

## K

Knitting Machines.....page 92

## L

Labels.....page 115  
Laces.....pages 36, 43, 49, 79, 86, 129, 171  
Life Assurance.....pages 39, 140, 171  
Linens.....pages 1, 27, 36, 71, 72, 89, 95, 125, 126, 129, 137, 160, 171  
Linings.....pages 27, 43, 58, 59, 89, 129, 155  
Loan and Investment Company.....page 108  
Lumbermen's Supplies.....page 146  
Luxfer Prisms.....page 163

|                                    |                                                                                                                                                       |  |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>M</b>                           |                                                                                                                                                       |  |
| Mantles.....                       | pages 39, 87, 133, 151                                                                                                                                |  |
| Manufacturers' Agents.....         | pages 117, 147, 161, 171                                                                                                                              |  |
| Mattings.....                      | page 45, 183                                                                                                                                          |  |
| Mattresses.....                    | page 45                                                                                                                                               |  |
| Men's Furnishings.....             | pages 1, 15, 27, 36, 51, 54, 71, 72, 80, 86, 109, 110, 111, 113, 116, 117, 119, 121, 123, between 124 and 125, 129, 146, 147, 153, 165, 168, 174, 177 |  |
| Metal Shingles, Ceilings, etc..... | page 108                                                                                                                                              |  |
| Millinery.....                     | pages 47, 83, 85, 133, 149, 151                                                                                                                       |  |
| Millinery Directories.....         | page 147                                                                                                                                              |  |
| Mitts.....                         | pages 39, 45, 70, 81, 101, 146                                                                                                                        |  |
| Moccasins.....                     | pages 45, 146                                                                                                                                         |  |
| Muslins.....                       | pages 25, 34, 36, 48, 59, 89, between 124 and 125, 129, 137                                                                                           |  |
| <b>N</b>                           |                                                                                                                                                       |  |
| Neckwear.....                      | pages 67, 86, 109, 111, 113, 119, 120, 123, 147                                                                                                       |  |
| Needles.....                       | page 136                                                                                                                                              |  |
| <b>O</b>                           |                                                                                                                                                       |  |
| Office Supplies.....               | pages 97, 159, 161, 179                                                                                                                               |  |
| Oilcloths.....                     | pages 4, 129                                                                                                                                          |  |
| Ornamental Iron Work.....          | page 163                                                                                                                                              |  |
| <b>P</b>                           |                                                                                                                                                       |  |
| Parasols.....                      | pages 36, 43                                                                                                                                          |  |
| Patterns.....                      | page 53                                                                                                                                               |  |
| Prints.....                        | pages 43, 59, 71, 72, between 124 and 125, 129, 133, 137, 167                                                                                         |  |
| Piques.....                        | pages 43, 48                                                                                                                                          |  |
| Plush.....                         | page 47                                                                                                                                               |  |
| Press Clipping.....                | page 108                                                                                                                                              |  |
| <b>Q</b>                           |                                                                                                                                                       |  |
| Quilts.....                        | pages 36, 127, 129, 149                                                                                                                               |  |
| <b>R</b>                           |                                                                                                                                                       |  |
| Ribbons.....                       | pages 27, 36                                                                                                                                          |  |
| Robes, Fur.....                    | pages 11, 97                                                                                                                                          |  |
| Rubber Clothing.....               | page 5                                                                                                                                                |  |
| Rugs.....                          | pages 63, 141, 147, 183                                                                                                                               |  |
| <b>S</b>                           |                                                                                                                                                       |  |
| Sampler and Pricer.....            | page 169                                                                                                                                              |  |
| Sateens.....                       | pages 34, 58, 59, 167                                                                                                                                 |  |
| Satins.....                        | pages 35, 43                                                                                                                                          |  |
| Serges.....                        | pages 63, 71, 72, 103, 134, 161, 173                                                                                                                  |  |
| Sheetings.....                     | pages 39, 43, 70, 129, 160, 167                                                                                                                       |  |
| Shirts and Drawers.....            | pages 15, 36, 86, 109, 111, 120, 121, 123, 129, 146, 153, 165, 171, 174                                                                               |  |
| Shirtings.....                     | pages 70, 140, 167                                                                                                                                    |  |
| Shoepacks.....                     | page 45                                                                                                                                               |  |
| Shoes.....                         | page 69                                                                                                                                               |  |
| Shoe Laces.....                    | page 136                                                                                                                                              |  |
| Showcases.....                     | pages 91, 125, 131                                                                                                                                    |  |
| Silks.....                         | pages 35, 43, 45, 49, 58, 71, 72, 89, 95, between 124 and 125, 129, 133, 137, 171                                                                     |  |
| Skirts.....                        | pages 39, 65, 87, 105, 106, 107, 126, 151                                                                                                             |  |
| Sleeping Bags.....                 | page 146                                                                                                                                              |  |
| Smallwares.....                    | pages 1, 27, 36, 54, 89, 129                                                                                                                          |  |
| Socks.....                         | pages 39, 45, 146                                                                                                                                     |  |
| Steamships.....                    | page 160                                                                                                                                              |  |
| Suits.....                         | pages 65, 87, 105, 106, 107                                                                                                                           |  |
| Suspenders.....                    | pages 39, 55, 109, 119                                                                                                                                |  |
| <b>T</b>                           |                                                                                                                                                       |  |
| Tablecovers.....                   | pages 39, 41, 46, 143                                                                                                                                 |  |
| Tartans.....                       | pages 63, 147                                                                                                                                         |  |
| Tents, Sails and Awnings.....      | page 146                                                                                                                                              |  |
| Thimbles.....                      | page 128                                                                                                                                              |  |
| Threads.....                       | pages 29, 136                                                                                                                                         |  |
| Tickings.....                      | pages 43, 70, 140                                                                                                                                     |  |
| Traveling Bags.....                | pages 86, 101                                                                                                                                         |  |
| Trimmings.....                     | pages 36, 43, 49, 63, 97, 129, 135, 160, 171, 173                                                                                                     |  |
| Tweeds.....                        | pages 27, 39, 43, 47, 59, 63, 71, 72, 79, 103, 161, 173                                                                                               |  |
| Twines.....                        | pages 70, 160                                                                                                                                         |  |
| <b>U</b>                           |                                                                                                                                                       |  |
| Umbrellas.....                     | pages 36, 43, 109, 129, 171                                                                                                                           |  |
| Underwear.....                     | pages 7, 15, 23, 36, 43, 49, 86, 89, 100, 110, 116, 117, 123, between 124 and 125, 126, 129, 159                                                      |  |
| Upholstery Supplies.....           | pages 139, 143, 179                                                                                                                                   |  |
| <b>V</b>                           |                                                                                                                                                       |  |
| Veiling.....                       | pages 36, 86, 161                                                                                                                                     |  |
| Velvets and Velveteens.....        | pages 43, 47, 71, 72, 89, between 124 and 125, 129, 133, 137, 171                                                                                     |  |
| <b>W</b>                           |                                                                                                                                                       |  |
| Wall Papers.....                   | pages 9, 12, 46, 139, 145                                                                                                                             |  |
| Wax Forms.....                     | pages 65, 131                                                                                                                                         |  |
| Whitewear.....                     | pages 23, 89, 126                                                                                                                                     |  |
| Window Shades.....                 | pages 139, 143                                                                                                                                        |  |
| Woollens.....                      | pages 1, 47, 54, 61, 63, 71, 72, 95, 103, 116, 117, between 124 and 125, 173, 179                                                                     |  |
| Wools, Knitting.....               | pages 45, 46                                                                                                                                          |  |
| Wool Merchants.....                | page 157                                                                                                                                              |  |
| Wrappers.....                      | page 65                                                                                                                                               |  |
| <b>Y</b>                           |                                                                                                                                                       |  |
| Yarns.....                         | pages 8, 45, 46, 70, 140, 160                                                                                                                         |  |

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| A                                             | Page.              | F                                                 | Page.             | N                                    | Page.         |
|-----------------------------------------------|--------------------|---------------------------------------------------|-------------------|--------------------------------------|---------------|
| Acetylene Mfg. Co., Limited.....              | 108                | Field, J. G.....                                  | 179               | New Idea Pattern Co.....             | 53            |
| Advertising Balloon Co., .....                | 139                | Finley, Smith & Co.....                           | 173               | Niagara Neckwear Co., Limited.....   | 119           |
| Advertising World.....                        | 161                | Fisher, Son & Co., John.....                      | 173               | Nimmo & Harrison Business College..  | 147           |
| Alaska Feather & Down Co., Limited            | 127                | Flaws, R. & Son.....                              | 31, 130, 160, 161 | Northway & Son, John.....            | 105           |
| Algie, William.....                           | 159                | Foster & Clay.....                                | 45                |                                      |               |
| Allen Mfg. Co.....                            | 23                 | Fraser, G. B.....                                 | 171               |                                      |               |
| Alvinston Woollen Mills.....                  | 39                 |                                                   |                   | O                                    |               |
| Anderson & MacBeth Co., Limited....           | 99                 |                                                   |                   | Office Specialty Mfg. Co.....        | 97            |
| Archbald, Chas. E.....                        | 179                |                                                   |                   | Oxford Mfg. Co., Limited.....        | 61            |
| Armitage, George.....                         | 13                 |                                                   |                   |                                      |               |
|                                               |                    | G                                                 |                   |                                      |               |
| B                                             |                    | Garland, Son & Co., John M.....                   | 27                | P                                    |               |
| Bagley & Wright Mfg. Co.....                  | 25                 | Garneau, Fils & Cie, P.....                       | 95                | Paris Wincey Mills Co.....           | 161           |
| Bailey, W. Taylor.....                        | 139                | Gault Bros. Co., Limited.....                     | 137               | Parisian Corset Co.....              | 135           |
| Baker, R. L.....                              | 116, 117           | Gilbert Mfg. Co.....                              | 155               | Parker & Co., R.....                 | 124           |
| Baker, W. A.....                              | 161                | Goderich Knitting Co.....                         | 117               | Parks & Son, Limited, William.....   | 70            |
| Barrett, John.....                            | 45                 | Grandage & Co., Limited, W.....                   | 14                | Paton, Sons & Co., John.....         | 46            |
| Beaver Line S. S.....                         | 160                | Greeff-Bredt & Co.....                            | 97                | Pearce, H.....                       | 128           |
| Beaver Rubber Clothing Co.....                | 5                  | Greenshields, Son & Co., S. I, 6, 31, 58, 59, 159 | 57                | Penman Mfg. Co.....                  | 7             |
| Beaver Woollen Mills.....                     | 159                | Guelph Acetylene Gas Co.....                      | 57                | Perrin, Freres & Cie.....            | 70            |
| Beaumont, Joseph.....                         | 39                 | Guelph Carpet Mills Co.....                       | 11                | Peterborough Underwear Co., Limited  | 116           |
| Belleville Business College.....              | 97                 |                                                   |                   | Pewny, Emil & Co.....                | 159           |
| Benning & Barsalou.....                       | 39                 | H                                                 |                   | Phillips, & Co., Limited, John.....  | 91            |
| Benson & Co., W. T.....                       | 179                | Hamilton Brass Mfg. Co., Limited....              | 124               | Pilcher Mfg. Co., J. V.....          | 51            |
| Berlin Suspender & Button Co.....             | 55                 | Hamilton Cotton Co.....                           | 41, 46            | Prime & Rankin.....                  | 125           |
| Bishop, J. H., Co.....                        | 11                 | Harris & Co.....                                  | 47                | Putnam, A. E.....                    | 51            |
| Boisseau & Co., E.....                        | 168                | Hees, Son & Co., George H.....                    | 143               |                                      |               |
| Boulter & Stewart.....                        | 106, 107           | Henderson & Co., Robert.....                      | 29                | R                                    |               |
| British American Dyeing Co.....               | 108                | Hernsdorf, Louis.....                             | 10                | Reid & Co., Charles.....             | 85            |
| British Canadian Loan & Investment            |                    | Hitchcock, Williams & Co.....                     | 133               | Ripley & Son, E.....                 | 130           |
| Co., Limited.....                             | 108                | Horrockes, Crewdson & Co., Limited                | 167               | Roberts' Advertising Agency.....     | 179           |
| Brock Co., Limited, W. R.....between 124, 125 |                    | Hutchison, Nisbet & Auld.....                     | 61, 62, 63        | Robertson & Co., F.....              | 161           |
| Brophy, Cains & Co.....                       | 33, 34, 35, 36, 43 | Hudson Bay Knitting Co.....                       | 81                | Rogers, Edgar R.....                 | 147           |
| Brown Bros., Limited.....                     | 159                |                                                   |                   | Rosamond Woollen Co.....             | 103           |
| Brush & Co.....                               | 93                 | I                                                 |                   | Roschman & Bro., Richard.....        | 135           |
|                                               |                    | Irving Umbrella Co., Limited.....                 | 171               | Ross & Co., George D.....            | 136           |
| C                                             |                    | Ishikawa & Co., K.....                            | 45                | Royal Carpet Co.....                 | 165           |
| Caldwell, Boyd & Co.....                      | 173                | Ivey Co., Limited, John D.....                    | 83                | Russell & Sons, A. N.....            | 125           |
| Calvert & Dwyer Co.....                       | 157                |                                                   |                   | Rylands & Sons, Limited.....         | 129           |
| Campbell & Co., A. S.....                     | 177                | J                                                 |                   |                                      |               |
| Campbell Shoe Co.....                         | 69                 | Jacobs Co., J. L. & M.....                        | 115               | S                                    |               |
| Canada Fibre Co., Limited.....                | 140                | Johnston & Co., W. R.....                         | 80                | Safety Light and Heat Co.....        | 73            |
| Canadian Colored Cotton Mills Co....          | 140                | Johnson, Hiram.....                               | 97                | Saxe & Sons, M.....                  | 2, 3          |
| Canadian Press Clipping Bureau.....           | 108                |                                                   |                   | Sawyer, J. G.....                    | 97            |
| Cartwright & Warners.....                     | 31                 | K                                                 |                   | Sharp, Perrin & Co.....              | 126           |
| Catto & Son, John.....                        | 147                | Kaye, Fielding & Co.....                          | 147               | Sieling Furniture Co.....            | 179           |
| Caulfield, Henderson & Burns.....             | 123                | Knox, Morgan & Co.....                            | 79                | Smith & Baker.....                   | 39            |
| Celluloid Co.....                             | 51                 | Konig & Stufmann.....                             | 16                | Smith Co., Limited, R. J.....        | 165           |
| Clatworthy & Co.....                          | 131                | Kyle, Cheesbrough & Co.....                       | 48, 49            | Stag Dominion Haircloth Co.....      | 179           |
| Cloak Mfg. Co., Limited.....                  | 87                 |                                                   |                   | Standard Cap Co.....                 | 65            |
| Coddington, W. H.....                         | 97                 | L                                                 |                   | Standard Electrotpe Co.....          | 164           |
| Colonial Bleaching & Printing Co.....         | 152                | Lennard & Sons, S.....                            | 116               | Stanton & Co., M.....                | 46, 139       |
| Confederation Life Association.....           | 171                | Levison Bros. & Co.....                           | 134               | Stewart, Howe & May Co.....          | 74            |
| Cookson, Louison & Co.....                    | 109                | Lister & Co.....                                  | 47                | Stewart, W. B.....                   | 47, 46        |
| Corby, Palmer & Stewart.....                  | 39                 | Luxfer Prism Co., Ltd.....                        | 163               | Storey & Son, W. H.....              | 101           |
| Coristine & Co., Limited, James.....          | 99                 |                                                   |                   | Stouffer Mfg. Co., J. R.....         | 39            |
| Cragg, Fred. H.....                           | 135                | Mc                                                |                   |                                      |               |
| Creelman Bros.....                            | 92                 | MacDonald & Co., John.....                        | 71, 72, 169       | T                                    |               |
| Croft & Knapp Co.....                         | 94                 | McArthur & Co., Colin.....                        | 12, 145           | Thoburn, William.....                | 160           |
| Crompton Corset Co., Limited.....             | 83, 97             | McBride & Co., Myron.....                         | 15                | Thorpe Mfg. Co., G. A.....           | 147           |
| Currie, E. & S.....                           | 67                 | McCall Co., Limited, D.....                       | 149               | Tidswells, Limited.....              | 86            |
|                                               |                    | McKinnon & Co., Limited, S. F.....                | 151               | Tooke Bros., Limited.....            | 113, 120, 121 |
| D                                             |                    | McIntyre, Son & Co.....                           | 8, 89             | Toronto Brass Mfg. Co.....           | 65            |
| De Gruchy, Philip.....                        | 46                 | M                                                 |                   | Toronto Carpet Mfg. Co., Limited.... | 141           |
| Dignum & Co., E. J.....                       | 47                 | Manufacturers Life Insurance Co....               | 140               | Toronto Cloak Mfg. Co., Limited..... | 87            |
| Dominion Brussels Carpet Co., Limited         | 140                | Maritime Wrapper Co.....                          | 65                | Turnbull Co., Limited, C.....        | 100           |
| Dominion Oil Cloth Co.....                    | 4                  | Markus, M.....                                    | 160, 171          |                                      |               |
| Dominion Suspender Co.....                    | 119                | Mathews, Towers & Co.....                         | 110, 111          | W                                    |               |
|                                               |                    | Merchants Button Co.....                          | 86                | Walshaw, J.....                      | 160           |
| E                                             |                    | Merchants Counter Check Book Co..                 | 161               | Warner & Son, E.....                 | 39            |
| Elder, Dempster & Co.....                     | 160                | Metal Shingle and Siding Co., Limited             | 108               | Watson, Foster Co.....               | 9             |
| Empire Carpet Co.....                         | 173                | Miller Bros. Co., Limited.....                    | 171               | Waterhouse & Bradbury.....           | 39            |
| Empire Mfg. Co., Limited.....                 | 174                | Mitchell & Co., Limited, Andrew.....              | 160               | Western Assurance Co.....            | 39            |
| Erb, M. & Co.....                             | 45                 | Mitchell, Wm.....                                 | 183               | Whitla & Co., R. J.....              | 54            |
| Ever-Ready Dress Stay Co.....                 | 175                | Morrice, Sons & Co., D.....                       | 7, 140            | Williams, A. Roland.....             | 161           |
|                                               |                    | Morse & Kaley Mfg. Co.....                        | 29                | Williams, Greene & Rome Co., Limited | 153           |
|                                               |                    | Moulton & Co.....                                 | 135               | Woods, James W.....                  | 146           |
|                                               |                    |                                                   |                   | Wreyford & Co.....                   | 86            |
|                                               |                    |                                                   |                   | Wylie, James H.....                  | 97            |

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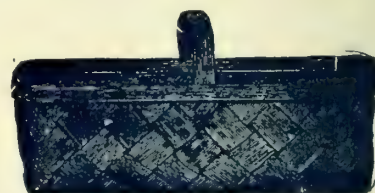
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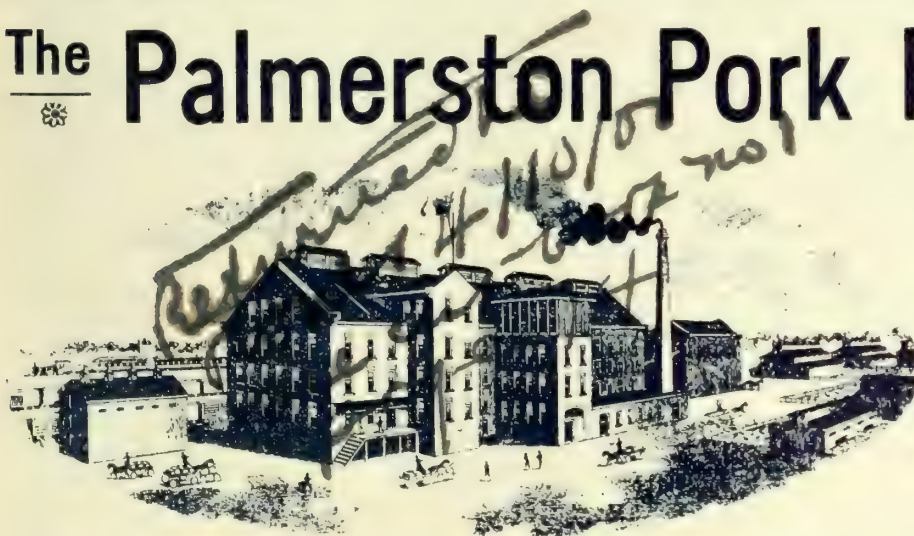
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The best grocers and provision houses everywhere handle these goods. Do you? If not, and you live in Canada, write direct to the packing house to-day, and, if you live in England, write to CAMPBELL, SHEARER & CO., 4 Eastcheap, London.



# CEYLON and INDIAN TEAS

## BLACK OR GREEN.

Are superior to all others, owing to the superior quality of leaf produced by the soil of Ceylon and India. Then, too, the best leaves only are picked, and the teas are handled entirely by machinery, which is in strong contrast to the unclean methods employed by the Chinese in curing their teas. These are strong arguments in selling, and, in addition to the greater profits always realized in handling reliable goods, offer strong reasons why Canadian Grocers, one and all, should handle

# CEYLON and INDIAN TEAS

## BLACK OR GREEN.

*12/4/10*  
*12/4/10*  
 When you want Salt  
 For any purpose  
 Write  
 Verret, Stewart & Co.  
Montreal.



## A POTTERY'S PATRIOTIC PRODUCTIONS



GOD SAVE  
THE QUEEN!

PATRIOTIC CUPS and SAUCERS to Retail at = = 25 cents.

PATRIOTIC PLACQUES (or Cake Plates) to Retail at = 50 cents.

These goods are Handsomely Lithographed in Colors on **WILKINSON'S FINE WHITEWARE.**  
 Assorted Subjects: "Roberts," "Buller," "Baden-Powell," "Soldiers of the Queen," etc.

SELLING LIKE THE PROVERBIAL "HOT CAKES."

Write for Prices. . . . .

# BARNARD & HOLLAND,

WHOLESALE CHINA, EARTHENWARE AND LAMPS,

290 St. James Street, Opposite Victoria Square

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MENTION THIS PAPER.



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MILLERS,

**DELHI**

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BRANDS:

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Popular Brands

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Process**BUCKWHEAT FLOUR**Rye Flour  
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WIRE FOR PRICES.

**An INDISPUTABLE POINT**



**PATERSON'S "Camp" Coffee** Reg.

**IS THE BEST**

Producing a cup of delicious coffee at a moment's notice.

*R. Paterson & Sons*  
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# NEILSON'S GENUINE HOME-MADE MINCE MEAT

This article has been on the Toronto market for the last ten years, and has given perfect satisfaction to all who have used it. Only the best materials used in the manufacture. Cleanliness guaranteed.

Put up in 12-lb. Pails  
 " " " 27-lb. Pails  
 " " " 65-lb. Tubs  
 " " " 2 and 5-lb. Tins, when requested.

Will keep indefinitely when put up in tins. Ask your wholesale grocer for this article.

**Wm. Neilson,** 60 Lynd Ave., **Toronto, Ont.**

# Rowat's Pickles

and . . . .



# Rowat's Worcester Sauce

The Most Popular in Canada.

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Salt. We believe in keeping the confidence of buyers by maintaining an even, uniform grade of purity, whiteness and dryness all the time.

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THE WINDSOR SALT CO., Limited  
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**Windsor  
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Covered by the broadest possible Guarantee. The construction, finish and appearance are unequalled, but it is your satisfaction which we guarantee. If you don't like the lamp for any reason you can get your money back. No other lamp in Canada is so broadly guaranteed, for no other is as good.

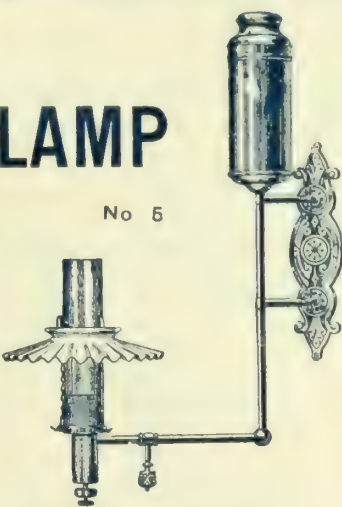
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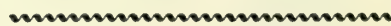
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awarded at the Pure Food Exposition in London, England. Used by  
His Royal Highness The Duke of York, K.G., etc.

### HIGHEST AWARD OBTAINED

at the Coolgardie Exhibition, Western Australia, 1899.



## Gillard's Sauce Gillard's Pickle

Distinct from all others in its Superior Flavor, and  
able to stand on its own merits.

The most delicious made—far superior to all others.

In use at over five thousand clubs, hotels and restaurants in Great Britain.  
All retailers should stock them who desire to please their customers. Can be  
obtained from all wholesale grocers in Canada.

Sole Proprietors,

**GILLARD & CO., Limited,**

The Vintry Works, Walthamstow.

LONDON, ENGLAND.

# The Industrial

## Development

## of Canada.



ONE now rarely hears pessimistic remarks regarding the industrial development of Canada.

There was a time, however, and not long ago either, when it was not altogether uncommon. But it is now even more rare than it was once common.

The explanation is not far to seek: It is simply that the causes have either been removed or are in prospect of being so. Canada, industrially, is developing in a by no means unmistakable manner.

It does not follow that because there was dissatisfaction there was no development of the industries of the country. It only means that it was neither as rapid nor as apparent as of late years.

### THE MARKED DEVELOPMENT

during the last few years was not a mushroom development. It did not, like Jonah's gourd, have its planting and its maturing almost simultaneously. The seed was all the time in the ground. And even when the pessimistic could see no growth there was growth just the same. The roots were expanding and getting more deeply fastened in the soil. People who looked a little below the surface in the years 1896-97, the period of such great depression in the United States and other parts of the world, realized that to some extent, for, while commercial dullness was present in Canada, there was never any approach to a panic. Nor was there any difficulty in regard to the currency; there was

### ALWAYS ENOUGH AND TO SPARE.

Neither were our banks toppling over like nine-pins and our railways falling into the hands of receivers like autumn leaves into a horsepond.

Opportunities come to nations as well as to individuals for proving themselves. During the depression of a few years ago Canada had an opportunity of proving herself. And the result stimulated our pride and earned remarks of approval from the outside world.

In the United States they learned that the banking system in Canada was one of the sources of her strength, and soon bankers and commercial and financial press were urging the embodying of its most peculiar features into the banking system of their own country.

### THE GENERAL STABILITY

of our commercial institutions also gave foreigners confidence in them. And so with one thing and another Canada came out of the dull trade period rather well advertised. This fact has, perhaps, not been as fully recognized as it should have been.

Canada is now industrially in a position where she may be said to have got a good start. She was a little slow in starting; but no one will now deny that she has started, and that too at a gait that promises well. The evidence of this is so obvious that there is no difficulty in establishing a case.

The backbone of Canada is undoubtedly its agricultural industry. In the last report of the Dominion Department of Agriculture its value was

COMPUTED AT \$600,000,000 ANNUALLY.

But the value of the agricultural industry, as everyone knows, does not end with what it produces: The cereals of various kinds, the fruits of various kinds, the live stock of various kinds, all greatly increase their earning power after they have left the farmers' hands.

Valuable as is the agricultural industry of the Dominion, everyone who has given the subject careful consideration realizes that it is small indeed compared with what it will be, and that at a no distant future.

### UNLIMITED WHEAT AREAS.

Within the Dominion of Canada is produced wheat that has no superior in the world, while in many parts of the country, notably in Western Ontario, Manitoba and the Northwest Territories, there are almost unlimited areas of rich virgin soil awaiting the advent of the settler.

In the wheat growing sections of the Dominion the winters are cold, but they are not uncomfortably so; in fact, on account of the dryness in the atmosphere they are not nearly as disagreeable as the winters in countries which have not a reputation for being cold.

Canada has really an exceedingly fine climate, and the opinion to the contrary that prevailed a good deal in Europe is gradually being dissipated.

Immigration, which a few years ago was in anything but a satisfactory condition, has changed for the better, and one satisfactory feature about it is the increase in the proportion from the British Isles.

ANOTHER FEATURE IS THE IMMIGRATION of people from the United States to this country. Most of them are agriculturists, and the large proportion of them settle in Manitoba and the Territories. The number who came from the neighboring republic last year to settle in Canada was 9,119.

Since Confederation, the exportation of wheat from Canada has increased more than three-and-a-half times. If we take the figures for 1898 the increase would be much larger than that, but the conditions in 1898 were unique, Canada being in a particularly favorable position, compared with other wheat-producing countries, to do an export trade in wheat, and not only in wheat, but flour as well. The quantity exported in 1899 was 10,305,470 bushels, and in 1868, the year after Confederation, it was 2,284,702. Only as late as 1890 the quantity was less than half a million bushels. In the abnormal year of 1898 it was 18,963,107 bushels.

The exports of flour in 1899 were, with the exception of the abnormal year of already referred to, the largest in the history of the country, being 792,536 barrels, against 131,181 barrels in 1889, 574,947 barrels in 1879 and 375,219 barrels in 1869. The proportion in the increase in flour is not as great as in that of wheat, being only 111 per cent. during the 30 years. But the



flour milling industry of Canada was never in a more promising condition than it is to-day.

It is well within the memory of men living to-day when the

#### PORK-PACKING INDUSTRY

of the country was confined to the farm. Then the hog was killed and cured upon the farm. There certain parts were put into barrels, conveyed to the nearest commercial centre and sold, a portion being subsequently exported. To-day there are pork-packing factories from one end of the country to the other, equipped with the latest machinery and conducted on the most improved plans, while their output ranks among the most popular in Great Britain.

Canadian pea-fed bacon is becoming as

#### THE CHEESE INDUSTRY.

In this particular industry Canada is premier. Any country that contributes nearly three-fifths the quantity that Great Britain imports can be little else.

The exports of cheese from Canada last year were close upon 190,000,000 lb., or over 100,000,000 lb. in excess of 10 years ago. All but about 600,000 lb. went to Great Britain.

The number of factories in Canada making cheese is about 3,000. The output of these would be somewhere around 300,000,000 lb., and the value in the neighborhood of \$21,000,000. The value of the exports alone is about \$17,000,000.

#### THE UPS AND DOWNS OF BUTTER.

The butter-making industry of Canada

the position into which they had drifted. It was realized that

#### CREAMERIES WERE THE REMEDY.

Eventually the Federal and the Provincial Governments interested themselves. And, by-and-bye, creameries began to multiply from one end of the land to the other, until to-day there are about 1,200 engaged in turning out butter. The creameries of Ontario in 1898 made 9,008,992 lb. of butter; in 1893, 2,707,570 lb. In 1899 New Brunswick made 6,837,588 lb., and two years before only 919,722, an increase of nearly 6,000,000 lb. Prof. Robertson is credited with saying that the dairying

#### POSSIBILITIES OF NEW BRUNSWICK

are greater than those of any other Province in the Dominion. New Brunswick certainly promises well. Manitoba made 1,002,809 lb. last year against 987,179 lb. in 1897. The output in the Northwest Territories in 1898, the last year for which we have any figures, was 484,984 lb., whereas five years before it was only 23,727 lb. In Nova Scotia the output was 298,519 lb. in 1899, and 112,798 in 1895. Prince Edward Island is

#### FAST COMING TO THE FRONT

as a butter-making Province, the creameries there last year producing 722,614 lb. We have no figures in regard to the quantity of butter made in the Province of Quebec. It is to be regretted, too, for it must be large, there being 404 creameries in that Province, a larger number than possessed by any other Province in the Dominion. We have no record, either, of the production of the three creameries in British Columbia.

Taking the figures we have enumerated, there is a total production of 18,355,506 lb. It is evident, therefore, that the total production of butter by the creameries of Canada cannot be short of 30,000,000 lb. And we are confident that is a low estimate. Then of course there is the large quantity of dairy butter that is still produced on the farms.

With the development of the butter-making industry at home during the past ten years has come

#### A STEADY EXPANSION

of the export trade, until the quantity sent abroad last year was the largest on record, being 20,139,195 lb., against 11,253,787 lb. the year before. The expansion of the export trade has been chiefly on British account. And there is not only the satisfaction of knowing that the export trade is developing but there is the

#### INCREASE IN THE RELATIVE PRICE

on the British market on the Canadian article, as compared with the butter from Holland and Australia. For example, the



The Blast Furnace at Deseronto, Ont

much a household word in Great Britain as Canadian cheese has for several years past.

#### THE PROVISION INDUSTRY.

The development of the export trade in bacon and hams is simply astonishing. Ten years ago the quantity was only a little over 4,000,000 lb.; last year it was nearly 117,000,000 lb.

Practically our exports of hams and bacon in 1899 alone were as large as the total for the 13 years preceding 1888.

There is evidently not much need for "grunting" in regard to the Canadian hog.

If there is one industry about the development of which Canada can be pardoned for pluming herself it is

during the past 30 years has been one of ups-and-downs. Away back in 1872 the exports of butter aggregated over 19,000,000 lb., but no later than 1890 they had fallen to less than 2,000,000 lb. The reputation of Canadian butter 10 years ago was as bad as it could be. And it was due to nothing but the butter-making methods employed. Nearly all the butter was made on the farms, and, consequently, possessed not that uniformity of quality which is so essential to the establishment of a good reputation for butter. But the very causes which brought the butter industry to such a deplorable condition became lashes which whipped the people of this country to a sense of their possibilities in regard to the industry as well as to a realization of



increase in the price of Canadian butter on the British market during 1899, as compared with 1895, is 13.1 per cent.; Australian, 8.4 per cent., and Danish, 3.2 per cent.

In dealing with the development of the butter-making industry of Canada during the past few years one cannot overlook the influence of cold storage. At the close of last year, through a system of bonusing, 317 creameries in Canada were equipped with cold storage, while, from 32 starting points, there were trains fitted with refrigerator cars to carry the butter to Montreal, where steamships with mechanical refrigeration were in waiting to convey it across the Atlantic.

#### THE MINERAL INDUSTRY.

Coming to the mineral industry of the country, we again see a satisfactory development. The most marked has been in regard to gold. From 1875 down to 1895, in no one year was \$2,000,000 worth of gold produced, but from the latter year onward there has been a decided advancement. In 1897 it had got to be over \$6,000,000 worth; in 1898 it more than doubled, and in 1899 it reached \$21,260,437.

The coal industry has developed notwithstanding conditions often decidedly adverse. Last year, the production was the largest on record, being over 5,000,000 tons, which was nearly 100 per cent. larger than 10 years ago, and nearly 350 per cent. above the quantity of 20 years ago.

Coal as an item in the export trade is gradually assuming a more important position. The quantity shipped out of the country last year was

#### THE LARGEST ON RECORD.

It was 1,140,840 tons, against 645,515 tons in 1889 and 315,793 tons in 1879. And, as in many other branches of Canadian industries, the outlook for the coal trade of Canada, both on export and home account, is better than it ever was.

The total production of minerals in Canada, last year, was \$48,438,247, which was nearly 100 per cent. in excess of two years ago.

#### THE PIG IRON INDUSTRY.

It is 167 years since iron was first smelted in Canada, and from that time until within the last four or five years the industry was never in a thriving condition, although heroic efforts were made to make it so, blast furnaces having been started at different periods in the Provinces of Quebec, Nova Scotia, New Brunswick and Ontario. St. Maurice, Quebec, was the scene of the first furnace. That was in 1733. Ontario had its first furnace about 100 years ago, but there was a period from 1866 to 1896 when

that Province had not a furnace in operation. In the latter year a furnace was constructed in Hamilton, and two years ago another for the making of charcoal pig iron was put into blast at Deseronto. These two are still in operation, while within a few weeks another furnace will be in operation in Midland, making three all told in the Province of Ontario. In Nova Scotia four blast furnaces are being erected at Sydney, and by the end of the year two of them will likely be in operation. The four furnaces will have an annual capacity of 400,000 tons of pig iron. The blast furnace at Radnor, Quebec, has been in operation steadily for some years. The output of pig iron in Canada last year was over 100,000 tons, which was the largest on record by about 25,000 tons. There now appears to



The Blast Furnace at Hamilton, Ont.

be no longer any doubt about the pig iron industry of Canada.

#### THE FISHERIES.

The value of the fisheries of Canada has averaged over \$20,000,000 during the last six years. This is about \$3,000,000 larger than 10 years ago, and \$7,000,000 larger than 20 years ago. But the outlook for any immediate development is not bright, on account of unfavorable Customs tariffs and to Porto Rico, one of our important markets, becoming a part of the United States. The export trade in fish in 1899, while little larger than in 1889, was not as large as in the five years preceding. Last year the exports of fish were valued at scarcely \$10,000,000, while twice during the preceding five years they had aggregated over \$11,000,000.

#### THE LUMBER INDUSTRY.

In spite of adverse tariffs in the United States and trade depression abroad, the lumber industry of Canada is in anything but an unhealthy condition. The average exportation of the products of our own forests during the last three years has been several millions of dollars in excess of any similar period in the history of the country. The McKinley and Dingley tariffs undoubtedly

#### STRUCK A HEAVY BLOW

at the lumber trade of Canada, but it was not sufficient to put the industry to sleep.

The lumber industry was never in a more prosperous condition than it is to-day. Mills that have been idle for years are in operation, and they are joined by new ones; stocks of lumber have been depleted and

#### THE DEMAND EXCEEDS THE SUPPLY.

The exports last year, with one exception, were, in value, in excess of those of any preceding year. They aggregated \$28,021,529. When the McKinley tariff went into force they were \$26,179,136. The exports to Great Britain last year were the largest in 22 years, and nearly \$8,500,000 in excess of the smallest amount sent to that country during the last 30 years.

At one time the greater part of our exports of forest products went to the United States. To-day the greater part goes to Great Britain. During each of the last two years we have sent over \$6,000,000 worth more to Great Britain than to the United States. And, besides this, during the last two years we have sent more to Great Britain than we ever did to the United States. In the ex-



ports to countries other than those of Great Britain and the United States, the total last year was the largest since 1883.

#### THE MANUFACTURING INDUSTRY.

The manufacturing industry of the Dominion is steadily developing, and is to-day in a more healthy condition than it has ever been. The experimental stage has been

market. The export figures also reflect it; and that in no unmistakable manner.

Within the last 10 years the exports of goods manufactured in Canada have increased by over 166 per cent., the value in 1899 being \$11,706,707, and in 1889, \$4,434,949. Compared with 20 years ago the increase is over 333 per cent.



A Canadian Flour Mill.

passed in a great many branches, and we are now setting ourselves to the task of developing those industries which are compatible with our possibilities.

During the last ten years there has been a most marked and healthy development in the manufacturing industry.

#### OUR OWN REQUIREMENTS

are gradually being supplied in increasing proportion by the home factories. This is, perhaps, not so pronounced in the grocery as in other branches of trade, for many of its staple lines must of necessity come from abroad. Even in this particular line the tendency is also in favor of the home products. In the hardware trade is to be unmistakably seen the influence of the home factory. The goods for the supply of which hardwaremen are now dependent upon the foreign manufacturer are becoming few indeed. Cutlery is

ONE OF THE MOST MARKED EXCEPTIONS, but even in this line, as far as plated goods are concerned, we would feel little inconvenience indeed if the supply from abroad was cut off. In textile fabrics the home factories are rapidly supplying the home demand. And the same may be said of dry goods in general, and especially that branch of it included in underwear.

But the development of the manufacturing industry is not alone reflected in the home

#### KNOWLEDGE FROM OBSERVATION.

One cannot adduce figures which would show by comparison the general industrial development of the country. Figures can be procured to show population, export, import trade, etc. But as to the general development of a country a great deal must be learned from observation. A father cannot state in figures the physical or mental development of his son. But he knows, nevertheless, that the man of 25 is not the boy of 15 either mentally or physically. And, although the father cannot demonstrate it in figures, it is none the less a truth.

He who has carefully watched the career of the Dominion of Canada during the last 20 years may not be able to gauge and weigh her development, but he knows she has developed, and that particularly during the past few years in a surprising manner.

A young child does not sometimes appear to be making much headway in its attempts to walk, but by and-by there is a

sudden improvement, and the father who left a creeping baby in the morning returns in the evening to find a toddling youngster. Canada for some time did not appear to be making satisfactory headway. But he is blind indeed who sees not the advancement of the country to-day, and pessimistic beyond all hope of redemption who has not now bright hopes of its future.

It is a long time since Frontenac, Talon, La Salle and other worthies of the 17th century concerned themselves so much about the industrial development of Canada. But we fancy that if they could to-day tell us of their hopes and aspirations of two centuries ago they would confess that, commercially at any rate, the Canada we know exceeds what they in their fondest imaginations ever dreamed it would be. And we can only wonder what the Canada of two centuries hence will be as compared to our imaginations.

#### DEVELOPMENT OF THE FOREIGN TRADE.

The development of the foreign trade of Canada is a reflection of the development of the domestic industries. Compared with 10 years ago there has been an increase of about 75 per cent., compared with 20 years ago of 119 per cent, and with 30 years ago of 157 per cent. The aggregate foreign trade of Canada is now nearly \$382,000,000. This means about \$63 per head of population.

In no branch of the foreign trade has there probably been more gratifying success than in that of the export business. For the fiscal year ending June 30, 1900, it was, like the general foreign trade of the country, the largest on record, being over \$180,000,000, or 86 per cent. larger than 10 years before, 111 per cent. larger than 20 years ago and 143 per cent. larger than 30 years before. And Canada has now reached a stage in its industrial development when there will be a larger surplus of the products of the farm and factory for export than ever before.



A Canadian Woollen Mill.



WHERE IRON IS KING.



# THE ART OF WINDOW DRESSING.

CONTRIBUTIONS BY EXPERTS AND CRITICS.

## IDEAS FOR FRUIT DISPLAYS.



OR the watermelon season build an old rickety fence in back of window and cover the floor with sand. Secure a watermelon or pumpkin vine and place it in a dish filled with water. Cover up around the stem with sand, then

place a few melons in around the vines. Back of the fence place a figure of a negro boy holding a piece of melon from which hang a card bearing some appropriate wording pertaining to the display.

A nice idea for showing vegetables is to place a fountain in the centre of window from which water flows and place the vegetables around it. The fountain can be made of tin at a cost of about \$3, and can be used every summer in different ways. This idea not only draws attention, but keeps the vegetables nice and fresh. If the window is large enough a good idea is to sod the bottom, leaving a little space for five or six beds of vegetables, which can be filled with earth. In one place radishes, in another lettuce, in another onions, and so on, according to size of window.

## A FOUNTAIN CENTREPIECE.

It is a very simple and easy matter to attach a piece of lead pipe to the main water pipe in cellar or the nearest one to window. This is run through the floor of window to the fountain, the force being regulated by the top. Near the top of basin of fountain make a hole, to which attach a pipe or hose to carry off the water and keep it from overflowing. This can run to a drain or sink in cellar. To make the pipe for the centre of the fountain, get a piece of  $\frac{1}{2}$ -inch gas pipe about 2 feet 6 inches high, then get a fancy curtain-pole end from a dry goods or house-furnishings store, punch it full of holes at top and solder it to gaspipe, then get from a tinshop three nice-sized tin dishes (basin shaped), one to be about 8 inches in diameter, the next 5 inches in diameter and the smallest about  $2\frac{1}{2}$  or 3 inches, cut a hole in centre of smallest one, size of gas pipe and solder it to pipe 6 inches from top. Put the next size 6 inches under the little dish and the largest size 6 inches lower down, then get a bottle of gilt and gild the

pipe and dishes and solder pipe solid to basin. Enamel the basin or paint it white. On the dishes can be placed the different bunches of vegetables, or if you keep plants for sale, as some grocers do, this idea will come in splendid. The total cost of this is very small and will be found to pay for itself indirectly over and over again. If a few colored lamps were laid here and there throughout the fountain it would add very much to the display. By covering the sockets of incandescent lamps with insulation tape it makes them perfectly waterproof and the globes can then be placed anywhere in the water. A few rocks or ferns around the bottom would give it a better appearance. From this idea many others can be taken and carried out.

This is something out of the ordinary everyday grocery displays, and, while requiring considerable time in carrying it out, the time would be found well spent. The fountain is something people will not tire of quickly and it can be used over and over again in displays of groceries without becoming a chestnut.

## DISPLAYING SPICES.

A good idea for showing spices, teas, coffees, or, in fact, any lines of goods that can be shown the same way, is to buy

Between each there should be a space of about two feet. Make second row about a foot higher than the first row, the third a foot higher than the second and so on. On each make a circle with loaf sugar, etc., and place whatever you desire to show inside of circle on glass. Stick a neat price or descriptive card in each lot. Arrange whatever you want shown nicely on floor. If you have a large mirror fill in the background with it. Mirrors placed at angles on sides of display of this kind would heighten it a great deal.

## CEREAL DISPLAYS.

Autumn is a good time to show cereals. Any grocery trimmer can easily obtain bundles of wheat, oats, corn, barley, etc., by sending out to the country for them. From these, beautiful backgrounds can be made for displays of wheat foods.

Arches, pillars, circles, etc., can be covered over with the grain in the stook and the bottom of window nicely arranged with cereals. Infinite varieties of beautiful backgrounds can be made from this lovely new-grown wheat. One pretty design for instance could be made as follows: Take, say, a dozen hoops, cover them over with the oats in the sheaf so as to form pretty wreaths, suspend them from ceiling by



Illustration of the Grocery Window Display of E. Brown & Co., Peterboro'.

about a dozen or more (according to size of your window), panes of glass about 10 in. square, have them nicely polished and suspend them from the ceiling of window by colored cord, or baby ribbons. Put the first row about a foot from the front of window and about two feet from floor.

ribbons tied in bow knots or arrange them in some neat way in the window, and in each place a nice colored package of "rolled oats" or some other food made from oats or wheat. If a trimmer will only get to thinking of some novel and artistic way of showing these goods he will be able



to work out beautiful displays that are bound to command attention and result in drawing trade. I find many ideas can be had by looking through the illustrated advertisements in magazines. Every one of them convey ideas that can be worked out profitably in grocers' trims.

#### A SOAP DISPLAY.

Shaw Bros., grocers, Cornwall, Ont., were recently contestants in a window display competition inaugurated by The N. K. Fairbanks Co. The display was so attractive that THE CANADIAN GROCER prints an illustration thereof. The window contained nothing but goods manufactured by The Fairbanks Co. In the bottom of the window a platform raised towards the back was covered with bars of "Mascot" soap, and on top of these were grouped piles of "Copco" soap, ticketed 5c. cake; also a smaller size ticketed 2 cakes for 5c., also several cartons and piles of Fairbanks' glycerine tar soap interspersed with a profusion of advertising matter. At the right hand side of the window were several pyramids of washing powder in 5c. and 25c. packages. At the base of these pyramids were plied cakes of "Mascot" and "Ark" soap. In the background were five or six framed pictures; also across the back were strings of advertising cards, leaflets, etc.

#### AN INTERESTING CANNED GOODS DISPLAY.

An unusually pretty window display of canned goods was made in the store of E. Brown & Co., Peterboro', Ont., by A. Graham, clerk in that store, during the past summer. The goods shown were for the summer outing trade, which is quite a feature with Brown & Co. The scene depicted was "On the Modder River" with a young darkey canoeing a load of provisions. The river ran from the back of the window to the front, taking up the centre of the display. The water was made of canvas painted a dark green shade. The canoe was a real product of the canoe factory in Peterboro', and the "darkey" a figure which Brown & Co. had for some time. As the banks of the river were of real sod, laid upon a foundation of sawdust, and as they were enlivened

with the addition of live ferns the scene was quite realistic. On either bank was a pile of meats and other canned goods. Price cards were nearby, giving necessary information as to price and quality. A photograph of this window appears elsewhere in this department.

#### WINDOW FRONTS AND WINDOW DISPLAYS.

Before a merchant can expect the best results from his window displays he must look to it that his windows are as well suited for the purpose as he can make them. Light, rather than size, is the important

in Eastern Canada for about \$100. This money, put in a bank, would draw \$3. The insurance on it, at the rate charged, 7c. per square foot for three years, would be \$11.76 for three years, or \$3.92 per year. We may, therefore, base the cost of a really effective front at \$7 per year. Apart from the dignity a plate-glass front gives any store, this expense would be more than compensated if the improved facilities for display led to the sale of 60 or 75c. per week. The lighting of the window in the evening is also important. The best system of lighting that I know of is one where

three incandescent lights are attached to the ceiling near the front, and so turned that the reflectors around concentrate their light on the goods shown. The position of the floor should be carefully considered. It would be better to have it too low than too high, for when it is desired to put the bottom of the display higher than the floor a temporary floor can be built during spare moments. The ceiling should be high as possible, that the windows should aid as much as possible in lighting the store. It would be well, for this reason, to have strips of Luxfer Prisms, 18 in. or 2 ft. deep above the windows.

Not only is it essential, in order to get the best returns, to have the most suitable window, but also to have a distinctly fitting method of displaying each line. This entails the necessity of preparing display appliances to suit the particular style of goods shown. This, however, can be done in leisure moments by either the window-trimmer himself, or by some of the clerks, at his

direction. By the use of a few boards and nails, both of which are easily enough secured, a stand of almost any shape can be made. Such stands should always be covered with some material. Paper is good, cheese-cloth is better, while for small stands to show high-class goods, felt or plush is best, by many dealers. Green, dark red, blue, pink, yellow and black are the favorite colors.

#### GROCERS AND ARTISTIC WINDOW DISPLAYS.

The grocery trimmer should be constantly racking his brain thinking out novel window displays. He should try to be

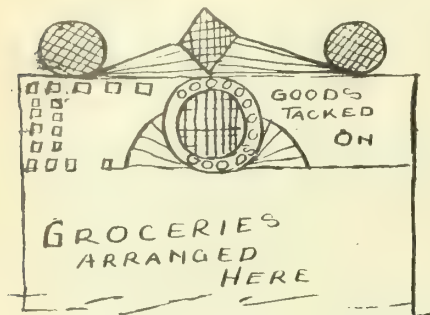


Soap Display of Shaw Bros., Cornwall.

point in securing effectiveness of display. As already stated, experience has shown that windows of ordinary, or even less than the ordinary, size can be made decidedly attractive. But a poorly lighted window never shows to the best advantage the goods it contains. For this reason, if for no other, every grocer would find it a paying investment to instal, if he has not yet done so, a plate-glass front of the most attractive finish. An excellent front, containing two lights 7 x 7 ft., facing the street, and two 5 by 7 ft. leading to the doorway, could be put in position in almost any town



original in his ideas. Some grocerymen think that artistic window display is all well enough for the dry goods and fancy goods houses, and that, owing to the nature of the grocer's goods, he cannot compete in



artistic window dressing with the dry goods houses. This is where he makes a mistake. People will, in many cases, stop and look at a novel grocery trim after having passed several artistic dry goods trims without having their attention drawn to them. The grocer's stock affords dozens of lines of goods suitable for novel and trade-winning trims. The trouble with most grocers is they do not give the windows enough consideration. They overlook one of their best



trade-winning mediums by attending to minor matters in connection with their business.

Grocers are, however, like the other business merchants, gradually awakening to the fact that there is success in good modern display, and those who are failing to keep pace with the wide-awake, up-to-date merchant who leaves no stone unturned to make his window and interior trimming novel and artistic, will sooner or later be found in the rear ranks with a long hard march before him to the city of success.

#### IDEAS FOR CIRCLES, ETC.

Every establishment where window dressing is recognized as one of the big paying features of the store should keep on hand a set of frames like the drawings. These can be purchased at any factory at a very small outlay, and after they are used a few times will be found indispensable by the trimmer. They should be made of lumber 1x4 inches. In putting them together as few nails as possible should be used—just enough to hold the structure firmly. In taking them apart care should be taken so

as not to split them. These can be twisted and turned in countless numbers of ways and every time have an entirely different trim. Dozens of different pretty designs can be worked out with them, and among the grocer's wares any amount of goods can be found that will make a pretty, effective trim shown on them. THE CANADIAN GROCER in this and future numbers will illustrate and explain drawings of grocery window trims that ideas can be derived from. We will first illustrate the designs of frames that are the most suitable for grocers' windows and which are simple of arrangement into pretty effects. A number of each of these should be kept, the quantity according to number of windows to be trimmed. The drawings show how these



Circles, diamonds, ovals, squares, oblongs, half-circles, pillars, etc.

frames can be worked together with the addition of straight boards 1x4. Among the stock to be used on these frames the following can be used (some can be tacked with pins, tacks or thin brads, that will not injure the goods), soaps, boxes of cereals, biscuits, brooms, whisks, brushes, packets of tea and dozens of other lines of goods. These designs when covered with colored crepe paper or cheesecloth and then covered over with the goods form striking and stocky looking displays.

The lattice work shown in the two accompanying rough sketches can be made

#### THE MOTIVE OF WINDOW DISPLAY.

"Why do you make window displays?" I asked a young grocer who has built up a remarkably good business, and who is credited by his fellows as using his brains all the time.

"To attract customers into my store," answered he. "I started in business during the strawberry season, and I soon found that I won more trade by always keeping on display the finest strawberries I could get than by any other means I could adopt. I soon adopted the principle that my windows should be used to attract the attention of passers to specialties rather than to the standard lines."

"Why specialties?"

"For the reason that a woman walking

up street is not looking, as a rule, for the best sugar, or canned goods or any of the regular lines carried by all grocers. But many women who have never dealt with me before stop when they see a fine box or basket of fruit in my window and come into the store to make inquiries—see, watch that lady!"

I watched her. She had been wheeling by the store, when something shown caught her eye. She got off her wheel, came to the door, where my friend the grocer met her. "How much are your muskmelons?" she inquired. They both went out to the



A Pretty Tea and Coffee Trim, showing how Circles can be used.

with white or colored tape or paper. The pillars shown in the archways can be encased with canned goods or almost any line of package goods.

front of the store, and he came back with an order for a basket of peaches and for three muskmelons.

"Now, there's a case in point," said he.



"She never would have got off her wheel if she had seen tea, sugar or any such article. I have got dozens of permanent customers in this way. The grocer who carries nothing but the regular groceries cannot expect passers-by to be attracted by his

to these 'specials.' The best way to arrange such a display is to have it to impress those seeing it with the large quantity offered and the low price of it. Naturally, people like goods at a low price, and are impressed by the thought that a merchant has such a big

store the great variety and the high standard of quality of my general stock. So people who call a few times to get some of my 'specials' soon get into the habit of buying at least a portion of their regular groceries from me. On these goods I have a set margin of profit, and anything sold below this profit I charge to advertising—unless, of course, they are not worth what I paid for them and would not sell at regular prices. In that case any loss on them would be charged to profit and loss."

"Are there not many people who come for the 'specials' only and never buy other goods from you?"

"Oh, yes; but you see I make some profit on my 'specials,' so I have no objection to this trade, especially as I am constantly getting new customers from this class."

#### ON THE WAY TO THE FRONT.

The photographs of the Strathcona Horse, published in this issue will, no doubt, prove of great interest to our readers, some of whom may even be able to recognize relations or friends, and all will agree that the Strathcona Horse looked particularly well while on the march. The photographs were taken by W. J. Hill, Esq., M.D., J.P. of Verulam, Natal, and supplied to us by Robert Crooks & Co., Montreal, who received them from their Durban, Natal, office. The Strathcona Horse, it will be remembered, were sent to South Africa by Lord Strathcona, the Canadian High Commissioner in London, England, who bore the expense of fitting them out. Everyone knows how well the Strathconas have acquitted themselves.



Strathcona Horse in South Africa—On the Way to the Front.

Photograph taken by W. J. Hill, M.D., J.P., of Verulam, Natal, and supplied to THE CANADIAN GROCER by Robert Crooks & Co., Montreal, through their Durban office.

window unless he makes price an attraction."

Again he was called to the front—this time by an old customer. She bought a few peaches and grapes for table use. "Now," said he, "She is a regular customer of mine, but if I kept my fruit inside and displayed canned salmon she would just have gone on, and got what she wanted farther up street, as she passes two good fruiterers on the way home."

#### PART OF A SYSTEM OF ADVERTISING.

"I look upon window dressing," said a successful grocer the other day, "as part of my system of advertising. There are many mediums by which attention can be attracted and customers secured, but there is none that will surpass window dressing when used in conjunction with other means of winning trade. My system is to allow a certain proportion of one week's trade for the next week's advertising, except at special seasons, when I increase the proportion. As a rule I issue a circular once a week to my customers and throughout my neighborhood. On this I always have a few 'specials.' I can generally manage, by buying in quantities to get some article or another at a price which will give me a fair profit and enable me to make a leader of it. Then I devote at least one of my windows, and sometimes both of them,

trade that he can buy better than his competitors."

"But, can you keep trade won in this way?"

"I have won a great proportion of my customers just by this means. You see I make it a point to emphasize inside my



Strathcona Horse in South Africa—On the Way to the Front.

Photograph taken by W. J. Hill, M.D., J.P., of Verulam, Natal, and supplied to THE CANADIAN GROCER by Robert Crooks & Co., Montreal, through their Durban office.



## HINTS ON THE CARE OF HONEY.

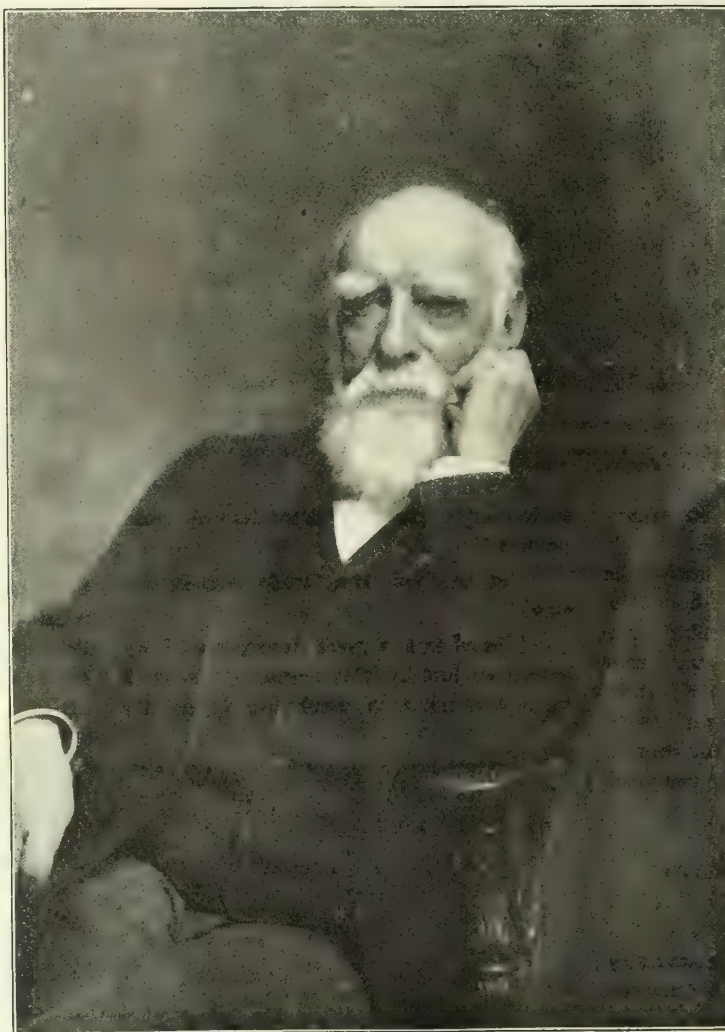
BY MORLEY PETTIT.

EVERYONE aims, or should aim, at excellence in whatever he or she undertakes. The adage, "There is always room at the top," is true in every trade and profession. To this rule apiculture is no exception, and those devoted to the production of honey will excel by supplying the very best comb and extracted on the market. Extracted honey is judged by color, flavor and specific gravity, or "thickness." In saying "color," we might say lack of color or transparency. This may be maintained by carefully excluding all darker varieties from the white. The other two qualities are secured by leaving it with the bees as long as possible or convenient. Some of our best men do not extract until the close of the honey-flow. By this, however, basswood and clover are not separated, and in opening hives after the close of the honey-flow, there is danger to the inexperienced of robbing.

As soon as possible after extracting put up the honey in the packages in which it is to be sold, leaving it exposed to the air as little as possible. Not that it will "work" or spoil, but it has great affinity for water, and the exposed surface soon becomes quite thin from contact with atmospheric moisture. Then, if left in a deep tin, holding, say, 400 or 500 lb., the thicker portions sink and the thinner rise until it becomes graded from very thick at the bottom to quite thin on top, and is difficult to secure a uniform sample without a great deal of stirring. Stirring, again, hastens candying, and candied honey, although quite as good, and by many preferred to, the liquid article, will not pour, and is much more difficult to dip into vessels for sale.

There is even yet some doubt among the uninitiated about the question of candied honey, many regarding it with suspicion. Impress upon all buyers the fact that candying, or becoming white and solid, similar to lard, in cool or changeable weather, is a proof of purity, although in rare cases the best extracted honey, in its natural state,

does not candy, even under these conditions. To reliquify, set the can on wooden blocks in water over a slow fire. Remember that honey that has been slightly overheated has a burnt taste, is darkened in color, and will not candy again. On the other hand, if the granules are not all melted it candies again very soon. This suggests a point, in the case of extracting-combs, bearing on the subject. Before they are stored for winter have them thoroughly cleaned by the bees, so that there may be no adhering



LORD STRATHCONA, who sent the Strathcona Horse to the Front.

honey to granulate and set the next season's honey candying early.

For the very reason that all honey becomes hard in cold weather, the best package for retailing is one having a wide, open top, to allow the honey to be dug out, and that may be heated in water if it is to be liquified. Glass makes a very attractive package, as it shows up the transparency of the contents to good advantage. Although not quite the handsomest shapes, fruit sealers are the best sellers, as every house-

keeper has use for them when empty. Less expensive and more convenient vessels are tin pails of 3-lb., 5-lb., and 10 lb. capacity. They may be secured with slip covers for the home market, or self-sealing covers for shipment. The most popular package for shipping large quantities is the 60-lb. tin, crated singly. It is about the right weight for one man to handle, and, being square, does not waste space. Have a supply of labels which are distinctly your own, and not like those of anybody else, and put them like a trade-mark on every package of first-class honey. Do not injure your reputation by selling dark honey with your label on it, for many will not understand that it is not your best.

With comb honey, carefully scrape all wax or stain from the sections, leaving the wood smooth and white. Grade the sections into two or three classes, according to whiteness of capping of honey, and extent to which sections are filled and capped. Do not spoil the market with poorly-filled or uncapped sections, but extract and give to the bees next season. They will be filled much more quickly than sections containing foundation. Very neat and attractive showcases of whitewood with glass front may be obtained from dealers in bee-keepers' supplies.

Now, as to the best way of disposing of honey: I would say do not be in a hurry to sell at a low figure. Stimulate the home market in every way. Supply your grocers and get them to work up a good trade among their customers. Many never buy honey because it is not brought before their notice. Invite any friends who call to sample your honey, and get them to bring their neighbors and buy. After you have sold all you can at home, sell to those whose business it is to find larger markets elsewhere.—Farmers' Advocate.

"You are not allowed to smoke in this car," said the conductor to another Irishman.

"Faith, I'm not smoking."

"You have your pipe in your mouth."

"Yes, and I have me feet in me shoes and I'm not walking," said Pat.



## TEA AT THE PARIS EXPOSITION.

Specially Written for THE CANADIAN GROCER.  
by a Tea Expert.

**T**EA is well represented at the Paris Exposition, and vigorous efforts have been made by various sections of producers to bring their produce under the notice of visitors.

China is, as might be expected, in the background entirely, and, although there is a fair representation of the ordinary products of that country and a good Chinese pavilion, tea by itself does not receive any special or adequate representation.

Close to each other in the colonial portion of the Exposition, near the Trocadero, Japan, India, and Ceylon, all have pavilions for the supply of cups of tea to visitors at moderate charges, and there is some interest in contrasting the different ways in which the teas of each have been put before those likely to wish to make use of them.

### JAPAN.

As might be looked for with a land which has recently and most rapidly adopted the civilization of the West, this country is well forward in methods for attracting attention to its products. A beautiful pavilion has been built, surrounded by a garden in the Japanese style, planted by gardeners brought over from the Imperial garden in Tokio, in which there is a pagoda (an exact representation of one of the celebrated temples in Japan), and some beautiful and interesting specimens of Japanese art, architecture and industry. A separate tea-house has been erected and its operations are conducted under the organization of the Guild of Tea Merchants of Japan. The fabric is of the light woodwork framing peculiar to Japanese houses and the garden is surrounded by woodwork railings, the whole being dainty and characteristic.

### THE METHOD OF SERVING THE TEA

is much the same as in the pavilions of the other producing countries, but it is somewhat suggestive of the Oriental wisdom and shrewdness generally associated with the wily Mongolian. The menu presented to visitors affords a much greater range of selection, as well as variety in price, than do those of the Indian and Ceylon pavilions.

The card itself is well got up, and printed in French on the one hand and English on the other. It offers a choice of the black tea and the green tea of Japan, also of the Oolong of Formosa, and for the small sum of 50 centimes a daintily-served cup of tea, with cakes, can be obtained. For 1 franc, the same is supplied, with the addition of a small souvenir present and a packet of tea to be taken home. The latter is Japan tea of most excellent quality, and, to anyone partial to a drink of the kind, likely to impress favorably those who make use of it. Of course, it is absolutely different in character from the black teas of India and



The Ceylon Tea Pavilion, Paris Exposition.

Ceylon. With the sample of tea is given some literature on the subject, printed in French on delicate Japanese paper and embodying simple directions for the making of the tea.

### CEREMONIAL TEA.

On the first floor of the tea pavilion there is a salon reserved for the service of ceremonial tea, in the style followed in Japan. An afternoon call there is a serious thing, requiring ample time, and, of the latter, a large part is occupied in serving tea elaborately. The tea used for this is of a particularly fine and delicate character, being apparently very little more than the dust which covers the golden tips on the points of the young leaves. It was said to be worth 30 or 40 francs per lb., and was of a very small make, the size being something like the very smallest and most powdery dust, and the color deep green. A

Japanese lady in attendance makes and serves this, and visitors take their seats on a dais, cross-legged in Japanese fashion, while the lady from Japan sits in the middle with an assortment of brushes, dusters and tea cloths around about her, so as to produce an absolute cleanliness in all the utensils. Each part of the process is conducted with the utmost care, and, when the tea is finally prepared for drinking, it is passed in a peculiarly formal manner, with elaborate bows on both sides, and has to be drunk out of a basin in a fashion which one must see to understand.

In one of the official guide books to the Exposition, it is stated, so strict are the Japanese in carefulness as to the picking of the tea leaves, that certain classes of those are gathered only in the spring by children wearing gloves on their hands. This may be somewhat of an exaggeration, and is probably intended to counteract any bad

effects caused by the spreading of statements as to the dirty manner in which the people of Japan were in the habit of plucking, preparing and packing the teas they sent abroad for consumption by other than their own people.

The heads of the local executive of the Guild of Japan Tea Merchants made no secret of their feeling that they were

### UNLIKELY TO INFLUENCE

#### THE FRENCH PEOPLE

in favor of consuming their produce, nor did they think that they were likely to do much direct good in stimulating the consumption of Japan tea by the exhibit

they were giving, but they considered that it was a duty to make a representation at an International Exposition of the importance of that in Paris, and they were really doing their best to comply with what was expected of them by the Western civilization they were trying to follow.

### INDIAN.

The Indian pavilion is part of the general exhibition given in the Indian Palace. The building is a beautiful and characteristic one, but there was grave delay in its completion and in the opening of some sections of it. That portion set apart for the sale of cups of tea is comparatively limited, and is not particularly well situated for attracting attention, but it is very daintily fitted up. The table service, as to the cups, pots, etc., used, is excellent. The tea is made in the best possible manner, and the tea supplied for consumption, while still remaining pure



Indian, is not obtrusively pungent in its character, and very

WELL SUITED TO IMPRESS FAVORABLY those who already like tea and may want to contrast the tea of one place or origin with that of another.

The tea-room has the advantage of having a number of beautiful trees growing in it. Those in charge endeavored to buy up the right to cut them down, which the Exposition authorities would not sell, and it is fortunate they did not do so, as in the height of summer they give a grateful shade and add much to the pretty effect of the place.

#### THE WAITRESSES.

The tea is served by waitresses speaking several languages, who are very beautifully dressed in costumes which, although not strictly having any relationship to India, are Oriental in their general character, and of a design and in a style which suggests that they might have been furnished by Liberty & Co. All are dressed alike, but the costumes appear to be varied from day to day.

Although the tariff was somewhat higher than in the Japan tea-room, excellent value was given in the quality of the tea and of the cakes, etc., supplied, and this exhibit might be considered a very fair bid on the part of the Indian tea people to popularize their produce among the visitors to the Exposition. A considerable number of those seemed to appreciate the advantages of an afternoon cup of tea, but it was not very clear whether those were French people experimenting in what to them was a novelty, or visitors from other lands who were merely following "their custom of an afternoon."

#### CEYLON.

Closely adjoining—in fact, practically part of the same block of buildings as the Indian palace—came that of Ceylon, which was by no means so beautiful in its design and execution or in the wealth of its characteristic detail. Still, it served its purpose as a shelter for the representation of the products and industries of the Island. In this instance, the pavilion for serving cups of tea is right outside in a separate building, with large accommodation in the way of al fresco tables and chairs, much in the style of any ordinary French cafe.

A FEW CINGALESE MEN, with their characteristic tortoiseshell combs in their hair and dressed in the usual white

cotton costume of Ceylon native servants, assisted in supplying the tea, but the waiting was mostly done by ordinary looking waitresses, who might have been those of an "A.B.C." shop in London. The trade being done was at times very large, and every seat seemed occupied. A small orchestra was playing in one corner to attract people, and this seemed to answer its purpose very successfully.

The tea supplied was neither so good in itself, so well made, nor so daintily served as at the competing pavilions, and the value given for money was inferior to that in either of the other two, but that appeared to be of little consequence. Ceylon tea has been so well advertised, not only throughout the Exposition, but throughout Paris in general, and the situation of the pavilion, at a point where many footways met and crossed, being a desirable one, there was no necessity to give more to the customers than they



Indian Tea Pavilion, Paris Exposition.

expected. A very large trade was being done, and, apparently, many of the visitors were French people, and numbers had frequently to be turned away.

#### CEYLON TEA WELL PUSHED.

Ceylon tea generally, throughout the exhibition, was being exceedingly well pushed in the restaurants, the Ceylon commissioners having made contracts with most of those to supply pure Ceylon tea, and a neighboring restaurant (with a familiar English name) had actually gone the length of cutting under the rates charged at the tea pavilion, to attract people into their place for cups of Ceylon afternoon tea.

#### TEA GENERALLY MORE IN EVIDENCE.

In Paris generally, tea was certainly more in evidence than ever before, several well-known English concerns having opened depots and a large number of places having

been induced specially to push certain Ceylon teas that were being exhibited. It is doubtful whether any permanent effect of consequence will be produced on the tea consumption of France, but the many visitors from other countries, who passed through those tea sections and stopped to experiment or to refresh themselves, cannot fail to have some influence upon the consumption on their return to the countries from which they came.

#### SACCHARIN.

CONSIDERABLE interest is being manifested in Germany in regard to the provisions of the coming Act for the restriction of the sale of saccharin and similar coal-tar sweetening products. The Deutsche Zuckerindustrie points out that defective legislation, such as may not unreasonably be apprehended, unless the sugar manufacturers are fully on the alert, might easily result in the replacement of say 1,000,000 centner of true sugar by the spurious article.

Meanwhile, the following regulations for the sale of saccharin and similar compounds have been adopted in Russia, and printed in The International Sugar Journal.

Only apothecaries and druggists are allowed to sell them, the latter being required to obtain a special license.

Seccharin is only delivered on the production of a medical receipt.

Artificial sweetening substances are unconditionally

prohibited in the preparation of articles of food.

Only apothecaries and druggists are allowed to import them.

The production of saccharin and similar substances is only permitted on condition that the products are delivered exclusively to those to whom the sale is allowed.

The import of articles of food and consumption containing artificial sweetening substances is forbidden.

Infractions of these regulations involve the confiscation of the products and three months' imprisonment or a fine of 300 rubles.

It is probable that the adoption of some very similar regulations will be found to be the only means of putting a stop to the use of these noxious substances in Germany also.



## MONTREAL'S FAMOUS MUSKMELONS.

How They Are Grown to Sell at Forty to  
Fifty Cents per Pound.

**T**HERE is one product in the growth of which the gardeners of Montreal excel, that is muskmelons. They may grow good strawberries, high-class apples, first-grade plums and even excellent cabbage, but none of these rank in point of reputation with their nutmeg muskmelon. In the summer resorts throughout the United States and Canada, in the various homes of the rich people, in the clubs, or wherever the fastidious of Eastern America congregate during the three hot summer months,

### THE ONE DELICACY,

par excellence, is the Montreal muskmelon. To illustrate this we shall relate a little true story.

From early spring to late fall, Montreal is flooded with visiting tourists. Most of them come to view the historic spots of the historic city. But there are a few that come to visit the land of the muskmelon. One of these came late last fall from Boston, put up at the Windsor, hired a cab and drove out to Outremont to the residence of Mr. T. J. Gorman. Mr. Gorman presented himself in his usual affable manner without attempting to display the importance of a man with a continental celebration among the higher classes of society. This at first surprised the aristocratic Bostonian, but he recovered in time to state the object of his visit.

"I want to see your melon patch, Mr. Gorman."

"Why, the melons are all gone, sir, and the patch is cleared."

"Well, never mind, I have to see where you grow your melons. I came all the way from Boston to see your patch and I'm going to see it."

"Well, come with me, then," and Mr. Gorman took him out to the bare spot of earth. "That is where I grew my melons this year."

### HE TOOK OFF HIS HAT.

The Bostonian reverently took off his hat, walked into the middle of the plot and began to orate: "Now, then, I can say I have stood upon the spot of earth that grew the richest fruit I ever ate?" One could have thought he considered himself in the Garden of Eden.

This little incident is related not for its value as a story, but merely to illustrate the reputation enjoyed by the Montreal muskmelons. Throughout Eastern Canada, the New England States, the summer resorts in Quebec and on the Atlantic coast, in the

clubs of New York, Boston, Philadelphia, Toronto, Montreal—in fact, wherever people can afford them, Montreal muskmelons are, in the summer months, one of the richest of table delicacies. Year by year, they are growing in popular favor at a rate reckoned only by geometrical proportion, and this year the demand has been so great that it has exceeded the supply.

### THE EFFECT OF THE SOIL.

The excellence of the Montreal melons is due chiefly to the character of the soil found on the Island, to the damp weather



MR. THEOPHILE JOSEPH DECARIE.  
The most extensive grower of muskmelons on the  
Island of Montreal.

and to the care taken in the growth. It is said that, no matter how much care be taken with the melons nor how much nursing be given them, they cannot be grown 10 miles away from Montreal with the same success as follows the efforts of the growers near the city. There is something in the soil, what it is no one seems to know, that gives them a flavor and a size that cannot be found joined in melons grown elsewhere. The nursing that must be given them is also of much account. From the time the seed is sown, in April, until the last melon is gathered, in October—seven months—they must ever be under the watchful eye of the grower, if he wishes to attain to paramount success. Occasionally, one can come across a melon grown out in the open fields, just like pumpkins, that will rival those that are

petted and nursed, but, as a general rule, its inferior appearance and size prevents its being shipped.

### HOW THE MELONS ARE GROWN.

To grow a melon well the gardeners act somewhat in this way. The seed is sown in the greenhouse in rich sandy soil about the first of April and at intervals of a few days till the last of April, in order to have early and late melons. In three days after planting the growth appears. A week later the vine is transplanted into a 5-in. pot, two vines being put in each pot. It is then left in the greenhouse to grow until it is about 4 in. high when the weather generally permits its being placed outside in specially prepared beds. Trenches about 20 ft. wide and 20 in. deep are dug out in the middle of beds approximating to a size of 12 ft. long and 10 ft. wide. The bottoms of the trenches are spread with hot, rich manure, and in them are placed three pots to a bed. This makes six plants in a bed. Boxes covered with glass, commonly called hot-boxes, are placed over the vines till about the middle of July. These are generally about 6 by 8 ft. Starting in June, the vines are gone over every week and the ends picked off, to prevent a super-luxuriant growth and to drive the nutriment into the blossoms. Watering must be kept up faithfully every day in dry weather.

In June, when the vines begin to be cramped, the boxes are raised upon blocks and the vines grow out underneath, thus allowing the force of the weather to come gradually upon the roots and main stalks. When the boxes and glass are taken off about the middle of July and the vine grows to its full size, six vines will thickly cover a space of 15 to 18 ft. Each bed should grow six good melons and six of a second class—of course, some give more, some less. On a space of four acres Mr. Gorman grows about 3,000 melons.

The melons going through the growing and ripening process must be tenderly cared for. As they come on in size they are generally set on blocks and turned over regularly to allow the sun to get on all sides and to put the "knitted" appearance uniformly around them. The size is developed in this way without affecting the flavor.

### MELON GROWING AN ART.

One can easily see that growing melons successfully is an art that requires study and experience before it can be mastered. Mr. Gorman, who has already been mentioned as one of the most successful growers, has produced melons all his lifetime. His father taught him the business. He has a laborer with him who worked a long time with his father. The whole Gorman family pride themselves on knowing as much about



growing melons as there is to be known. In fact, they claim that Mr. Gorman, sr., originated the real Montreal melon by crossing a nutmeg and a minorca, the former small and extremely sweet, the latter large and rather tasteless. He worked for three years crossing and recrossing and perfecting the brand, until he arrived at what he and his patrons considered perfection.

#### THE SEED HIS FATHER GREW

Mr. Gorman still uses and to prevent its injury from the carrying of the pollen by

Waltiez, all of Outremont, are also fine growers. All these gardeners stamp their first-class melons and thus preserve their prestige.

#### THE SIZE OF THE MELONS

varies greatly. The average weight is 10 to 12 lb., but they have been known to reach 44 lb. If a large one has a good appearance, it demands a very high price; some of them bring \$5 to \$6 apiece on the Boston market. The value set on the stamped melons is about \$12 per dozen,

is not great. Mr. Decarie, the largest grower, does not raise more than 5,000, and of these he sends 3,000 to the Waldorf-Astoria. Probably the number of the high-class article sent out of the city does not total more than 10,000. The principal shippers are Fraser, Viger & Co., Johnson & McCormack, Hart & Tuckwell and John Caldwell & Co. The retail grocers and produce dealers all over the city handle them, but probably there are more of the expensive variety sold at Lamb's market on University street than at any other city establishment. Fraser, Viger & Co. ship largely to American hotels, clubs and summer resorts and to tourist parties at Canadian points. Some of the points they reach are: New York, Boston, Philadelphia, St. Alban's, Mount Desert, Maine; Bar Harbor, High Gate Springs, Allanhurst, N. J.; Cornwall-on-Hudson, Corinth, N. Y.; Rockland, Maine; Old Orchard, Detroit, Bangor, Newport, R.I.; Poland Springs, Maine; Seal Harbor, and Toronto. In short, they go all over the eastern part of North America wherever the rich live. The other shippers send their boxes to dealers in Canadian and American cities. This year they have not been able to supply the demand. Fraser, Viger & Co. ship a few to England every year but their perishable nature will never allow of these shipments being placed on a business basis. It is only within the last eight years that the shipping of melons has become a business and that they have gained favor so quickly speaks well for their quality, for the proof of the fruit is in its eating.

#### NO WASTE IN THE OX.

It is remarkable to what extent the ox, when slaughtered, is utilized, remarks The New York World. Not so long ago fully 40 per cent of the carcass was wasted; everything, from the horns to the tail, is turned into money. The blood is used in the refining of sugar, or is hardened and employed in the manufacture of doorknobs and handles; the skin goes to the tanner; the horns and hoofs are turned into combs and buttons, the shinbones into backs of clothes brushes. The bones of the forefeet are worth \$25 a ton, being made into collar buttons, umbrella handles and various novelties, after the marrow has been boiled out of them. The small bones are burned instead of coal. From each foot a considerable quantity of oil is extracted; the tail is made into soup. The hair goes to the mattress-maker and upholsterer; the fat to oleo makers; the intestines are used as sausage wrappers or are sold to goldbeaters. Even the undigested stuff in the stomach is turned to account, being made into paper.



Shipping British Columbia Timber at Burrard Inlet.

bees and insects he grows no squash or pumpkins or cucumbers or any member of that family on his premises. Thus, he can get, on the average, \$12 a dozen for his melons, and yet not supply the demand. In American cities the Gorman melon sells for \$4. But Mr. Gorman is not the only gardener that grows first-class melons. Mr. T. J. Decarie is probably a larger grower, and this year he sent a daily supply to the Waldorf-Astoria, of New York. Thomas Hall, W. Findlay, Pere Jean and Paul

and, although some may think it paying very dearly for the whistle, it is none too great a reward for the labor spent in nursing and for the knowledge gained from the experience of long years. Mr. Decarie has been growing melons for 23 years and can now grow them successfully in a field next to one on which his neighbor has failed. The melon is not a fruit that everybody can grow.

#### THE QUANTITY SHIPPED.

The number shipped from Montreal yearly



## Alex. McTavish, Dairyville.

A STORY OF COUNTRY STOREKEEPING.

**D**AIRYVILLE was a pretty little cross-roads hamlet nestling at the bottom of a romantic valley. The commercial enterprises consisted, until 10 years ago, of a general store, a blacksmith shop and a hotel. There are certain people who will not, perhaps, allow that the last-named is a commercial enterprise, but it is to be hoped they will allow it to pass as such for just this once. For 30 years these three commercial enterprises had been doing business. And all that time without a competitor nearer than the next village. But, 10 years ago, the monotony was broken—at least, as far as the general store was concerned—for about that time a competitor settled down at the only one of the four corners that was unoccupied.

It should have been stated that, up to the advent of the new store, three out of the four corners were occupied respectively by the general store, the hotel and the blacksmith shop.

The new storekeeper was John Taylor, the son of a well-to-do farmer whose farm was on the next concession. John had early in life shown a dislike to the farm.

"Well, my boy," said Taylor sr., to his son one day, "I would rather you'd stay on the farm, but if you must be a storekeeper I suppose you must. However, I want you to begin right. I've seen the folly of young fellows going direct from farming to storekeeping. You've got to learn to steer a business just as well as you've got to learn to steer a plough. And the one's a blamed sight harder than the other. Now, I'm going to send you first to a business college. After you've got through the college, if you're still determined to go storekeeping you must put in four or five years with some bright, up-to-date merchants. Then, if you like, I'll put you up a store on that vacant corner. I was thinking of trying to sell that lot, but, as the taxes don't amount to much, I'll hold it till you are ready to start up. Another thing I want you to do is to subscribe for a good trade paper."

Young Taylor was wise enough to act upon his father's advice. He went through a well-known business college, and, after that, served five years with a wide-awake country merchant who believed in teaching his clerks all he could about the business.

"I have been clerking for over four years now," said young Taylor to his father one

day while home for a short holiday. "I have learned a great deal, but I have a great deal yet to learn. I am sure, however, that I could now successfully run a business of my own."

Accordingly, it was arranged before he returned to his employer that not only should the store be erected but that his father should supplement by a snug little sum the capital he had saved during his clerkship.

It was early in December when John Taylor's sign was hung outside the new store and everything was ready for business. The store was bright and fitted up with many modern appurtenances, included in which was a spacious plate-glass window on either side of the main entrance. To the astonishment of the natives he had attractive displays of goods in his windows. And on the goods were neat cards giving prices or information of some kind.

"Well, I don't think I need be afraid of his prices," muttered to himself old Alex. McTavish, who kept the general store on the other corner, "they are just about what I get myself. But I don't believe in ticketing your goods. Then, as to advertising, it's a waste of money. The two columns Taylor has got in this week's Mirror will eat away quite a little slice of his profit."

It was obvious, however, that old man McTavish did not feel at his ease. And he told his wife so after he had closed up shop.

"I have made enough money during the 30 years I have been in business to keep us comfortably during the rest of our days. And I wouldn't like to lose it. Then, you know, there is Tom. We always intended the business should be his after I was gone. But, if there isn't going to be enough in it for me, how will there be enough in it for him?"

Tom, it should be explained, was the only son, who was the head clerk in the store of a merchant in a town several miles away. His excuse for going away was that there was not enough in the business to keep two of them. But, in reality, he went away because his father set his foot on nearly every modern business idea he suggested.

For a short time after the new store started, there was not much that perturbed the equanimity of old man McTavish. But, by-and-bye, rumors came to him that the new storekeeper was cutting prices. And, eventually, rumor began to give specific

instances. Then the old man's combative qualities became aroused, and he began to cut prices. And Taylor, the other storekeeper, gave him a Roland for his Oliver every time. A year went on in this way, until McTavish found that he was actually losing money, although the volume of his business did not appear to deteriorate much. On a good many staple lines Taylor was also losing money, but, on the general turnover of the business, he managed to make the two ends a little more than meet, for he went a great deal into specialties, on which he made a good profit. But, generally speaking, business was anything but satisfactory to either one of the competing merchants.

Just about that time McTavish's son paid a visit to his father.

"Boy," said the father on the evening of the son's arrival, in reply to a question. "Business is going to the dogs. It is now a losing instead of a winning game. Prices are being so cut that it is impossible to make a profit. I'm going to close up and get out while I've enough money left to keep me. I had hoped that the business would some day be yours, but it is not now worth your taking."

"Is your turnover much less than it was before Taylor started up?" asked the son.

"Can't say that it is. Now that two stores are here more people come to the village to buy goods. The trouble is not so much with the quantity of the merchandise sold as with the money that is made, or rather, that is not made."

"When you heard that Taylor was cutting prices," persisted the son, "did you go over and see him, or, at least, find out whether he was doing as was charged?"

"I did not go near him, nor will I ever go near him," declared the old man with some warmth. "He came to this place to run me out of business. I guess he'll run me out, but I'm not going to stop until my money's gone. I'm going now, while I've something left."

"Father," said Tom, "will you let me manage the business and do as I like?"

"Will I let you manage the business and do what you like!" exclaimed the old man. "Yes, but for yourself. I'll lose no more money in the venture. But, I'll tell you what I'll do in order that you may have a fair start, I'll give you the entire business and \$1,000 as capital. With the few



hundred dollars you have saved yourself you will not be in bad shape as far as capital is concerned. But if I were you I'd let the old store go and start up in some other town."

"But wouldn't I have competition wherever I went?" persisted Tom.

"I suppose you would, but all the same I wouldn't stay in Dairyville if I were you."

But Tom would not be persuaded to the contrary. He stayed in Dairyville. One of the first things he did after taking possession of his father's store was to call on Taylor, whom he had known when a school-boy.

"Allow me to congratulate you," said

"We will," exclaimed Tom. And they did. The result was that cutting prices became a thing of the past in Dairyville, while business became profitable instead of unprofitable.

Tom soon had the old store remodeled and the old-fashioned windows supplanted by modern plate-glass ones. He also had price-cards in his windows and his advertisement in the local paper.

"Well, Tom," declared his father one day, some five years after he had retired, "I guess you were right after all. There is nothing like being up-to-date."

"And being on good terms with your

Chicago. He was called to New York State to attend the funeral of a near relative. When he went aboard the train that night he was worth \$1,000,000. When he alighted next day he was worth exactly the clothes he wore, his gold watch and what money he had about him. The big fire had swept everything else away.

"Yes, he had two other assets I must not overlook. He had his energy and his high reputation. He knew there would be a great demand for goods.

"He came to New York and called on A. T. Stewart, whose customer he had been. Stewart said, 'Mr. Palmer, I want you to go through this store from basement to roof,



View of Experimental Farm, Indian Head, Canadian Northwest Territories, showing Hedge for protecting Vegetables and Small Fruits.

Taylor, as he warmly grasped Tom's hand. "I hope you'll do well."

"So I will if you don't cut prices," rejoined Tom with a laugh.

In the conversation which followed both learned that frequently prices had been cut in the past by both storekeepers upon no other basis than a rumor founded upon falsehood and not upon truth.

"Whenever you are told that I am cutting the price of a certain article," said Taylor, as Tom McTavish took his departure, "just come over and see me before you do ditto. And I'll do the same if I am told you are cutting the price on any line."

competitors as well as with your customers, eh, father?"

"Yes, lad; I guess you are right there too."

#### VALUE OF A GOOD REPUTATION.

"I WELL remember an incident connected with the great Chicago fire," a leading hardware jobber and manufacturer is quoted as saying in an Eastern paper "that shows how business men are disposed to aid each other when they can, and proves that a good business reputation helps a man in the hour of need.

"You have all heard of Potter Palmer. He was one of the leading merchants of

and pick out what you want, and as much of it as you want. We will ship it West on the first train, and you can pay us when you get ready."

"Our course towards the Chicago hardwaremen was of the same nature. We sold them all they wanted on their simple word, and let the accounts run until they could pay them. One had all of the goods shipped to his house, rigged up an awning in front, and ran a hardware store in his front yard. There was a great rush for tools and other hardware goods then.

"Did you lose anything by this risk?" asked one listener.

"Not a dollar," was the response.



# Williams Bros. & Charbonneau's

Pickles  
Catsups



Mustards  
Sauces



Relishes  
Preserves

Grocers will find them, in the long run, the most profitable to handle. The vegetables are the choicest, the vinegar absolutely pure, and packed in handsomely labelled packages.

The handling of these will put money in your pocket, and increase your trade.

## A. E. Richards & Co., Selling Agents, Hamilton

### Has Stood the Test of Every Climate.

Highest Award

— AT —

Paris Exposition  
1900.



Gold Medal

AT —

Paris Exposition  
1900.

### In Competition With The World.

Every possible precaution is taken in its manufacture, insuring

### UNIFORM HIGH QUALITY.

Preserved solely by the scientific application of heat. No sugar or preservatives added. Very rich, delicious flavor and suitable for all uses to which milk or cream is adapted. Every can guaranteed. Factories at INGERSOLL, ONTARIO, CANADA, and ST. CHARLES, ILLINOIS, U.S.A.

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**DAILY BREAD**

**NEVA**  
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Millers and Manufacturers of

Improved **ROLLER** Process Flour.

Capacity 300  
Barrels a Day.

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**BADEN, ONT.**

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Oatmeal Millers  
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Mount Forest — **ONTARIO, CANADA.**

The **J. D. MOORE CO., Limited**

**EXPORTERS OF**

**EGGS** "Wapiti" and "Moore" Brands

**OATMEAL** "Thames Mills"

❁ **ST. MARYS, Ont., Canada.**

## Pumpkin Flour

is Pumpkin minus water, minus the perishable part. It will make perfect old-fashioned pumpkin pies, also delicious puddings and sauces. No muss or trouble in preparing it. Your customers want it. Your stock is not complete without it. It is put up in nice tasty packages. Three dozen in a case for **\$2 70.** Handsome show cards inclosed. We ship through any jobber you desire. Send in your orders now before you forget it.

Agents:  
**JAS. SIMPSON & SON**  
HAMILTON.

**THE MORSE PUMPKIN FLOUR MILLS**  
**LEAMINGTON, ONT.**

## P. R. Miller

**FLOUR MERCHANT**  
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**CORRESPONDENCE SOLICITED.**

**TORONTO, Ontario, Canada.**

511 Board of Trade.

Please mention this paper in writing.

## Ayton Mills

**N. WENGER & BROS., AYTON, ONT.**

MANUFACTURERS OF HIGH-GRADE

**WINTER WHEAT FLOURS**

BRANDS . . . .

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Manufacturer of the Highest Grade of

**Patent, Manitoba, Family,**  
**Hungarian Patent, Extra**  
**Fancy Strong Bakers' Flour.**

**WALKERTON, ONTARIO, CANADA.**



# TO THE GROCERY TRADE

We have tried the cash business and found it a success. We unfortunately went back to the credit business and have found it a failure—not from losses by bad debts, but from the loss of the use of our money.

~~~~~  
This is an age of small profits. The successful wholesale man, the successful retail man, will have to sell for cash.

WE INTEND TO GO BACK TO CASH.

NO ACCOUNTS WILL BE CARRIED.

WE WILL SELL AT CLOSE PRICES, and

ISSUE MONTHLY NET CASH PRICE LISTS

which will be interesting to you.

Jersey Cream Baking Powder will be Our Watchword

SOCIAL TEA will be made the best
Packet Tea in Canada.

SOCIAL COFFEE SOCIAL BAKING POWDER

Can any manufacturer offer you as good value as Social Baking Powder? Strictly high-grade, Pure Cream Tartar, equal to the best American, at \$2.40 per dozen pound tins, and your customer shares in the profits. Don't be a clam, but push Social goods for all you are worth. We are considering the advisability of dividing **One Thousand Dollars in Gold** with the Grocers who handle Social Tea, Coffee, and Baking Powder.

All combination or ring goods will not be handled by us as far as possible.

LOOK OUT FOR OUR FIRST PRICE LIST, ABOUT NOVEMBER 1ST.

Before issuing price lists we would like the opinion of the trade. Would you prefer net cash prices or large discounts?

LUMSDEN BROS.

HAMILTON.



TORONTO.

The New Department Store Law of Germany.

An Interesting and Drastic Measure.

NO country in the world is probably so noted for the character of its commercial laws as Germany. One of its most recent and striking laws in this respect was one passed by the Prussian Parliament a few months ago imposing a special tax on department stores, and which has been proclaimed by royal edict to take effect January 1, 1901.

The new law, which has naturally excited a great deal of interest, has been made the subject of a special report by the United States Consul General in Berlin.

THE PROVISIONS OF THE LAW

are substantially as follows, it being premised that it applies to the Kingdom of Prussia, except the Hohenzollern Crown lands and the Island of Helgoland, and that all taxes collected under it revert to the treasury of the commune or municipality in which the store is located :

Paragraph 6 of the statute divides the merchandise to be sold into four groups, as follows :

1. Groceries and colonial produce, food products and drinks, tobacco and manufactures thereof, smokers' articles, apothecaries' supplies, colors, drugs, and perfumery.

2. Yarn and twine, upholstery goods, mercery, drapery; woven, knit, and embroidered goods; underclothing of all kinds, bedding and furniture of all kinds, curtains, carpets, and all material used in interior household decoration.

3. Household, kitchen and garden utensils and implements; stoves, glassware, porcelain, earthen and stoneware, upholstered furniture and materials thereto pertaining.

4. Gold, silver, and other jewelry; objects of art or luxury, bric-a-brac, articles of paper or papier-mache, books and music, weapons, bicycles; articles of sport, riding, driving, and hunting; sewing machines, toys; optical, medical, scientific, or musical instruments and apparatus.

THE BASIS OF TAXATION.

Every store, bazaar, or warehouse which shall sell articles belonging to more than one of the above groups, and of which store the aggregate sales amount to more than 400,000 marks (\$95,200) per annum, shall pay a special tax graduated according to the total amount of its annual sales, as follows :

Yearly Sales.

400,000 to 450,000 marks (\$ 95,200 to \$107,100)	
450,000 to 500,000 marks (\$107,100 to \$119,000)	
500,000 to 550,000 marks (\$119,000 to \$130,900)	
550,000 to 600,000 marks (\$130,900 to \$142,800)	
600,000 to 650,000 marks (\$142,800 to \$154,700)	
650,000 to 700,000 marks (\$154,700 to \$166,600)	
700,000 to 750,000 marks (\$166,600 to \$178,500)	
750,000 to 800,000 marks (\$178,500 to \$190,400)	
800,000 to 850,000 marks (\$190,400 to \$202,300)	
850,000 to 900,000 marks (\$202,300 to \$214,200)	
900,000 to 950,000 marks (\$214,200 to \$226,100)	
950,000 to 1,000,000 marks (\$226,100 to \$238,000)	
1,000,000 to 1,100,000 marks (\$238,000 to \$261,800)	
1,000,000 to 1,200,000 marks (\$261,800 to \$285,600)	

and so on, for every additional 100,000 marks (\$23,800) sold 2,000 marks (\$476) additional tax.

This law has been enacted for the purpose of equalizing the advantages which large bazaars, department stores, and cooperative retail establishments enjoy over the minor and middle-class merchants whose business is restricted to a few articles and does not exceed a yearly turnover of 400,000 marks (\$95,200). At one time during the debate, it was proposed by the House of Lords—the upper chamber of the Prussian Parliament—to exempt the stores which belong to and serve army and navy officers and civil officials; but this was denounced by the House of Deputies as an odious act of class legislation, in favor of a specially privileged caste, so that the Lords were forced to yield and the law was enacted in its present form. Finance Minister Miquel, the ablest and most adroit master of taxation in Germany, who has stood as sponsor for the new Act during its passage through the Diet, has issued the following declaration explaining its purpose and portraying its results when accepted in good faith and impartially enforced :

It will depend upon the mercantile and industrial classes themselves whether this law shall fulfill for them the benevolent purpose of the lawmakers. It will be their task to promptly create and organize with self-helpful motives such associations and installations as are calculated to best increase their power of competition with the department stores. They will have to provide, especially through the organization of purchasing and selling societies, for cheap purchases and profitable sales. They will have to stand firmly on the principle of cash purchases and sales and neither accept goods nor sell them on credit.

In this respect also will the system of organized self-protection offer a wide field of usefulness. The State has already, through the creation of a central bank for the finances of organized guilds, done what it could properly do to promote the interests of the smaller merchants and industrial classes. It will be the task of the middle-class dealers, who have suffered from the competition of the great department stores, to improve the opportunity

created by this new tax, to strengthen themselves by improved equipment and management for competition with the large establishments. The State has done its part, it now rests with the mercantile and industrial middle classes, through intelligent, energetic self-help, to secure themselves against the competition of large capital.

Mr. Frank H. Mason, the United States Consul-General, in commenting upon the new law, says : " These are brave words, and every friend of the German people will hope that the aspirations of the Finance Minister concerning the practical effects of the new law may be fulfilled by the event. But there are not wanting many intelligent observers who are extremely skeptical as to the result. The department stores and other large retail houses have six months in which to prepare for the new regulation. It is believed that many of them will confine their future trade to articles included in one of the foregoing categories, and thus evade the new tax. Should they do this, their stocks on hand belonging to other groups will be sold out at bargain counters before January 1 at whatever they will bring, and this, it is predicted, will supply the demand for certain articles and depress the market for some time to come.

" Moreover, a large number of the smaller merchants fail to see how the new law, which simply taxes the large concerns 1 to 2 per cent. additional on their sales and turns the proceeds of such taxation over to the communal and city treasuries, is to help the middle-class merchants and their customers to unite and pay cash for their goods, which they have heretofore bought and sold on credit. The big store, say these critics, will either add the amount of their tax to the prices of their goods or strive by increased sales to make up the amount. The line between the taxed and untaxed stores will be drawn more sharply than before, and the old struggle will remain between organized capital, which can always buy cheaply for cash in large quantities, and the merchants of moderate means who must buy to a greater or less degree upon credit and must sell before they can pay. The weak point which causes most apprehension is that this enactment opens the way for special taxation of all kinds of large industries and landed possessions. At a time when every interest and class is clamoring for protection, it encourages the demand for special legislation affecting special-

Annual Tax.

Marks.	
4,000	\$ 952
5,500	1,309
7,500	1,785
8,500	2,023
9,500	2,261
10,500	2,499
11,500	2,739
12,500	2,975
13,500	3,213
15,000	3,570
16,500	4,327
18,000	4,284
20,000	4,760
22,000	5,236

Chewing Gum *and* Wax Paper Manufacturers.

Write for Prices and Catalogue.

I. D. BRADSHAW & CO., Toronto.



SAMUEL GLENN & SON

Grain and Seed Merchants,

We make a
Specialty of **BEANS.**

GIVE US A TRIAL ORDER.

CHATHAM, ONT.



"IMPERIAL" Display Stand

NEATEST, LATEST, BEST.

MERCHANTS' REVOLVING TABLE

Ask for Circular.

Walter Woods & Co.,

HAMILTON,
ONT.

THE "BOSS"

Washing Machine

is a quick seller and a good silent salesman.



ized branches of industry and trade. With all this in view, so conservative a journal as *The Vossische Zeitung* declares that the new statute is 'economically and politically the worst law that has been enacted since the memory of man,' and adds that 'when it shall have completely failed of its purpose, the fault will not be that of the smaller merchants and their customers, but of the Government which has enacted the law and hastens to wash its hands of the results.'

"This is, however, only an opinion and may be wholly premature and misleading. Justice to the classes who have asked for this enactment and to the Government which has granted it demands that the

SHOW WINDOWS AS ADVERTISERS.

AT the present day we find that window trimming has become the main factor in the retail trade, and, in fact, plays the most important part throughout the mercantile world, placing itself before such a strong competitor as newspaper advertising and all other means of winning trade. What better evidence have we to its merits and the benefits derived from it than the fact that it is not only being practised by retailers, but is taking a strong hold among the wholesalers, the latter offering cash prizes to the trimmer for the best display of their goods, having found that

which, no doubt, would go elsewhere. In my estimation, a store is judged by its windows, as a man is by his appearance, nothing being as pleasing to human nature as a neat, tidy and refreshing appearance. No matter how fine or how poor the quality of goods may be, if not properly displayed they lose their real value.

How many merchants will coincide with me, when I say that it is this sort of thing that spoils the sale of many a good article which, if properly shown, would sell like hot cakes.

It is only after many years of hard labor and the use of much brain substance on the part of the leading window-trimmers in our



A Canadian View—Fields of Grain at Experimental Farm, Indian Head, N.W.T.

wisdom and effectiveness of such legislation shall be tested and judged by the results of actual experience."

TEA FOR A FUNERAL.

[[In one of the Cleveland public schools, the teacher said to the class in English composition: "I wish every member of the class would write out a conversation between a grocer and one of his customers, introducing some pathetic incident or reference." A small girl handed in this:

"'What do you want?' asked the grocer. The lady replied, 'A pound of tea.' 'Green or black?' asked the grocer. 'I think I'll take black,' she said; 'it's for a funeral.'"

money expended this way brings better results.

Not many years ago the custom prevailed for retail merchants to depend upon the quality and price of articles to sell them, entirely disregarding their show windows, the best and most direct medium to connect with the people. But that custom has heard its death knell sounded in every part of the civilized world. Even the country merchant now wants the expert to create the impression that wins half the battle for them, thereby giving the establishment an up-to-date and progressive appearance, which even the unobservant eye will appreciate, bringing within the doors trade

ranks that the present day successes have been accomplished, and, on comparing the art of decoration with other professions in life, we find it one of the few hard to master; it requires so much rare judgment, natural taste, and is surrounded by such trying circumstances.—Show Window.

COURTESY AND BUSINESS.

"Do you think there is too much courtesy mixed with business as it is conducted nowadays?"

"No; I think we ought to mix more courtesy with our business and less business with our courtesy."

Japan Teas are Appreciated.



A GROUP OF FOUR CONTENTED AND GRATEFUL

ladies indulging in a cup of Japan Tea, and discussing its superiority in point of flavor and aroma over all trashy teas on the market. These are but few of the sterling qualities of Japan Teas, which are recognized and acknowledged by all sensible tea drinkers to have no equal.

Mr. Grocer, consider the great amount of publicity and benefit you are gaining for yourself when you push the sale of

JAPAN TEAS

BECAUSE THEY ARE THE

**Purest
Best**

and

**Cleanest
Most Profitable**

Nor do we make these statements off hand. They are proven by the increasing demand for these teas in Canada and the United States each year.

~~~~~  
*Japan Teas are Reliable.*



ESTABLISHED 1835

FRED. B. GREENING,

# John W. Bickle & Greening

BROKERS and  
COMMISSION MERCHANTS

Hamilton, - - - Ontario.

REPRESENT FOREIGN SHIPPERS AT:

RIO DE JANEIRO  
SANTOS  
MARACAIBO  
PUERTO CABELLO  
JAMAICA  
GUATEMALA  
ADEN, ARABIA

PADANG AND BATAVIA.

SINGAPORE

CALCUTTA  
COLOMBO  
FOOCHOW  
TRINIDAD  
DEMERARA  
JAMAICA

Coffees

Coffees and Spices

Tapioca and Spices

Teas

Cocoa, Raw Sugar  
and Cocoanuts

ORDERS SOLICITED FOR DIRECT SHIPMENTS TO  
ANY PART OF THE DOMINION.

EXPORTERS OF OATMEALS, SPLIT PEAS, OATS,  
PEAS and other CANADIAN PRODUCE.

BUY

## Star Brand

# COTTON CLOTHES LINES

TWISTED OR BRAIDED.

# COTTON TWINES

3 AND 4 PLY.

Cotton Lines are as cheap as Sisal or Manilla  
and much better.

For sale by all Wholesale Dealers.  
See that you get "Star Brand."



THE GROCER WHO  
SELLS

## Who Makes Money?



BEST IN

PROFITS—QUANTITY—QUALITY

The Silver Dust M'f'g Company,  
HAMILTON, ONT.

ESTABLISHED  
1828.

CABLE ADDRESS,  
"DANGER."

## M. WOOD & SONS

Wholesale Grocers.

Importers and Dealers in

## FLOUR and FEEDS

British, West India and Foreign Goods.

Exporters of



## Lumber, Hay and Farm Produce.

CORRESPONDENCE SOLICITED.

SACKVILLE, NEW BRUNSWICK.

ESTABLISHED 1852.

# GILLETT'S GOODS

ARE

...THE BEST

Imperial Baking Powder

Gillett's Perfumed Lye

Magic Baking Soda

Magic Baking Powder

Royal Yeast Cakes

Gillett's Washing Crystal



# Canadian Canned Vegetables in England.

HOW TRADE THEREIN CAN BE DEVELOPED.

IF the statement be true in a general sense that Canada has been slow to realize the magnitude, the wealth of her resources, it is true in a special sense when applied to her capacity to contribute to the world's supply of fruits and vegetables.

True, the farms of the Annapolis and Cornwallis valleys in Nova Scotia, and of the Niagara and Essex peninsulas in Ontario, as fruit-growing lands, and of many other districts in the Dominion as fertile fruit and vegetable fields, has reached far beyond our own borders. Yet, with the exception of apples, and, possibly, potatoes, no Canadian fruit or vegetable has an established name and sale in foreign markets, either in the green state, canned or preserved. We do export, but in such a small and erratic fashion that our goods have not a sound footing in any mart of the world, except the home market.

To a Canadian who is acquainted with the great producing capacities of our best vegetable districts, who has become familiar with the taste of the many lines of goods which are distributed from our canneries, and who comes into touch with the condition of the canned goods market in Great Britain, it becomes at once a matter of surprise that Canada has not long ago secured a firm footing in the British market, and that our export of canned vegetables does not reach ten times the present figure.

According to the Trade and Commerce Returns the total exports from Canada of tomatoes, corn, baked beans and other vegetables in cans and other packages for the past five years were: 1895, \$14,114; 1896, \$3,207; 1897, \$10,899; 1898, \$10,340; 1899, \$1,934.

The fact that our exports are so small, compared with the enormous production

and home consumption bespeaks some special causes why they have not succeeded better in the British and other markets.

While in England this summer a representative of THE CANADIAN GROCER made a study of the conditions with a view of ascertaining these special causes.

In order to get into the question as deeply as possible, recourse was had to Mr. Harrison Watson, curator of the Canadian section of the Imperial Institute, who is, probably, in closer touch with trade relations between Canada and the Mother Country than any other person in London or, in fact, at any point in Great Britain. Mr. Watson has considered the matter carefully and en-

other countries, packed expressly for this market.

"Another big objection is that Canada has never persistently set to work to secure a footing here. This market has rather been a dumping-ground for Canada's surplus stock. In a good producing season in Canada, we have offers of large quantities; when the consumption equals the pack, offers are withdrawn, thus breaking valuable connections and hindering any possible development.

## NEW LABELS ON OLD GOODS.

"Looking upon this country as a market for surplus stock has led to the shipment of inferior goods from Canada. For instance, a short time ago, a Canadian firm which had a lot of tomatoes several years old found an opening here. New labels were put on the goods, and they were eventually retailed as first-class stock. They were old and inferior, and I can assure you, from what I heard of the case, that this unwise packer will have difficulty in selling the best goods he can put up.

"If Canadian canned goods packers want a footing on the British, or even the

London, market, they must know that British buyers are conservative, that it takes years to establish a connection and a reputation here, and that, having to meet the competition of the world, they must put the products up to suit the requirements of the market."

"Can the Canadian packer count on a sentiment in England favorable to Canada as an aid to the sale of his goods?" THE GROCER asked.

"Not unless his goods are equal—I do not say superior—to what is already on the market," answered Mr. Watson. "There



View of Orchard on the Experimental Farm, Nappan, N.S.

deavored several times and in various ways to secure a better understanding between the Canadian producer and the English distributor.

## SOME OF THE HINDRANCES.

"There are several factors," said Mr. Watson, "which have hindered the sale of Canadian canned fruit and vegetables on this market. One of these—possibly the chief—is that the Canadian method of packing is different from that in vogue here, and, as the people are conservative, it is difficult except at considerably lower prices, to sell in competition with the goods from



*If you want to sell the Best Tea  
 The most popular Tea  
 The Tea that will increase your trade  
 Sell Blue Ribbon Ceylon  
 It is the best in the world.*

*P.S. If you do not have it in stock  
 order at once from  
 Blue Ribbon Tea Co.  
 12 Front St East  
 Toronto*

## Peek, Frean & Co.'s

CELEBRATED



**VENICE WAFERS**  
**FLORENCE WAFERS**  
**CHERRY WAFERS**

Just the sort of confections particular people are seeking for At-Homes, Receptions, Afternoon Teas, etc. They are the models of daintiness, and very tasty. Delicious with Ices, Creams, Coffee, etc.

**VENICE WAFERS** (Finger Shape), **FLORENCE WAFERS** (Oblong) are sandwiched with Lemon, Raspberry, and Coffee Cream.

**CHERRY WAFERS** are Finger Shape, pink color, and sandwiched with Cherry Cream. Just the thing for a "Pink Tea."

Chas. Gyde, Canadian Agent, **Montreal.**



is never a sentiment favorable to a food with a poor reputation. But the best way to get an answer to that question is to see some of the principal wholesale dealers and brokers here. I will give you the names of several."

THE CANADIAN GROCER, a few days later, visited the firms suggested. Some of these were practically unacquainted with the production of canned goods in Canada, and had never handled them; others had experimented with some lines, and were selling one line regularly—gallon apples.

#### MUST BE REGULARITY OF SUPPLY.

"There is not much sentiment in our business," answered the manager of one of the largest wholesale houses, when the question put to Mr. Watson was repeated to him. "But there is a readiness which is

to the market, or is it because of the price that they do not sell?"

"I think any change will have to be improvement in quality rather than reduction in price. Take canned fruits, for example. The British jam manufacturers have for several years been educating the public here to buy fruits which have been preserved whole. Canadian fruits do not reach the standard to which we have attained in this respect, so they do not take hold as readily as they otherwise would.

"We get most of our peas from France. These are given a high, artificial color, by adding sulphate of copper. This is slightly—rather infinitesimally—poisonous, and regulations have been made here to the effect that all cans containing it must have the fact stated on their label. Yet this does

expressed himself bluntly as follows: "It is useless for any country or any man to count on sentiment against another man's dollar. We are in business to make money, and when we can make as much money out of Canadian canned goods as we are now doing out of those from other countries we might buy from them, if we could count on them maintaining both the quantity and the quality.

"We have a good demand now for other lines. So we will not push new lines unless there is money in it for us. If your packers come over here and

#### ESTABLISH A REPUTATION

like several United States packers have, there would be no difficulty about making sales. That would take persistency in pushing and consistency in quality for two or three years. After that, if they kept the standard up they could count on a steady demand at prices fully 1d. above what they would get now. Anything with a good name sells for good prices in England and Scotland."

#### GETTING A CONNECTION.

"How should a packer try to get a connection here?" asked THE GROCER.

"I should say, find out just what the market wants; make goods to equal the finest; get connection with the best broker possible; supply goods regularly, and be content to sell close for a year or two; then keep up the quality of the goods."

#### BUSINESS THROUGH BROKERS.

"You speak of doing business through a broker. Is that necessary? Do the wholesale houses not buy direct?"

"Assuredly they will if they can. But a wholesale house, no matter how big, has its limitations, while the broker can distribute through dozens of wholesale houses. To do business with a broker is generally recognized as the best method of reaching the British market."

#### GROCERY STORE MOTTOES.

Cheapness is certain.

Quality is undoubted.

Prices to suit you.

If it's here it's all right.

Satisfaction at any cost.

Cuts of shining value.

The best here is not dear.

Pass us by if nothing appeals to you.

No goods are dear purchased here.

Nothing is nice at twice our price.

Nominal prices for phenomenal goods.

It is our profit to cater to your benefit.

We aim to renew the new customer's trade, and to keep the old.

We have all you expect and surpass all you imagine.—Printer's Ink.



A Canadian View—Farm Buildings and group of cattle at the Experimental Farm, Nappan, N.S.

not common in a conservative country like ours to buy from the colonies, if they can give us goods of equal quality at a price equal to what we are now paying, and if we can count on getting supplies with reasonable regularity. We don't desire to build up a good trade for a line of goods one season and then receive word next year that, owing to the unexpected demand from some mining fields in Canada, our shipper will be unable to supply us with goods."

"Yes, we are ready to buy from Canada," answered another manager, "but we must see our way to make money out of the purchase. This we cannot do unless the goods are suitable to the market and unless the price is low enough to compete with the products of other countries."

#### BETTER QUALITY WANTED.

"Are Canadian goods generally unsuited

not interfere in the slightest with the sale of the French goods. But the Canadian peas, which lack the coloring, and, as a rule, are not as carefully graded regarding size as the French, could not be sold, unless at much lower prices than the French article.

#### CANNED TOMATOES.

"Tomatoes come to us from France, Italy, and from Maryland in the United States. The favorite brand here is a rather small variety, canned whole. Canada should be able to share in this trade if some of the packers there would concentrate their energies on this market and prepare their goods for it.

"As for corn; if your packers want a demand for their goods here they must come over and create it—build it up."

The junior partner of another large firm

# <sup>TH</sup><sup>E</sup> Toronto Biscuit and Confectionery Co.

... MANUFACTURERS OF ...

LIMITED

## BISCUITS and CONFECTIONERY

Toronto  
Industrial  
Exhibition

CANADA'S GREAT FAIR.

GOLD MEDAL  
1900.

|                 |               |                     |             |
|-----------------|---------------|---------------------|-------------|
| Fine Chocolates | Marshmallows  | Shamrock Chocolates | Jams        |
| Fine Bon Bons   | Mixtures      | Peppermint          | Jellies     |
| Cream Caramels  | Cough Drops   | Wintergreen         | Marmalade   |
| Buttercups      | Fruit Tablets | Rose                | Fruit Pulps |

## ORIGINAL CREAM SODAS.

Our Specialties—Fine Chocolates and Bon Bons.

See our large range of artistic and saleable small boxes of Bon Bons, Chocolates, Sweets of Existence, Toffies, etc. They are just what's wanted to brighten up a store for the Holiday Trade and make everybody happy.

FRONT STREET, - - - - - TORONTO

ESTABLISHED 1861.

## FANCY FRUITS

Quality tells and brings increasing trade. That's how our trade is always growing larger, yours will too if you send us your orders.

We buy and sell finest fruits grown.

### Our Specialties....

FANCY ORANGES and LEMONS.

FANCY MALAGA GRAPES.

CRANBERRIES, NUTS, DATES and FIGS.

OYSTERS and FINNAN HADDIES, of very best quality.

HUGH WALKER & SON,

Direct Importers and Commission Merchants,

GUELPH, ONT.



## THE GREEN TEAS OF CEYLON.

Their Character and Possibilities.



INDIA and Ceylon, as producers of black teas, have become the world's leaders. And this position has all been attained within the last decade. Ten years ago the production of Indian and Ceylon teas aggregated but 152,000,000 lb.; last year it was 305,000,000 lb., an increase of over 100 per cent.

### BRITISH BLACK TEAS.

Out of Great Britain the teas of India and Ceylon have almost entirely pushed black teas of China growth, and in all tea-drinking countries in the world they are exercising a great deal more influence than they did ten years ago. In 1890 Great Britain consumed 136,500,000 lb. of Indian and Ceylon tea, and all other countries 14,000,000 lb. Last year the figures were 219,000,000 and 68,750,000 lb. respectively.

During the past ten years the quantity of Indian and Ceylon tea taken by the United States and Canada has increased over 651 per cent., the total being 2,233,322 lb. in 1890 and 16,776,819 lb. in 1899.

### REACHING OUT FOR THE GREEN TEA MARKET.

Having so successfully competed for the black tea trade of the world, a movement has, within the last year or two, been inaugurated to exploit the green tea market, in which Japan and China now hold sway.

The leader in this movement is Ceylon. Green teas from that part of the British Empire have been offering on the Canadian and United States markets for about one year, and they have been received with exceedingly good favor by Japan tea drinkers.

India is now following Ceylon's example, and there is quite a probability that within the next few years will be repeated in British-grown green teas

### THE REVOLUTION

that, during the last ten years, has taken place in regard to British-grown black teas.

It is not generally known that the imports of Japan and China green teas into Canada amount to more than the total imports of black tea. Practically speaking, last year there were imported into Canada 13,000,000 lb. of green tea, and about 12,000,000 lb. of black tea; so that the demand which Ceylon and India are now essaying to fill is by no means an unimportant one.

### HE BELIEVES IN ADVERTISING.

The Ceylon tea-planter is a thorough believer in the benefits of advertising, and to promote this he assesses himself about  $\frac{1}{4}$  c. per lb. upon all the tea he produces, which amount being collected by the Government of Ceylon is afterwards spent in advertising the teas produced in that country. In addition to this, part of it is being spent in giving an export bounty to the green tea maker, so that now the planter exporting green tea up to a certain grade gets about 2c. for every pound of it he ships out of the country. But, with their well-known business foresight, the tea-growers of Ceylon have recognized that some badly-made green teas might do more harm to the trade than good, so they have appointed a committee of experts in Colombo who test every tea on which the bounty is claimed, and, if the tea is not up to a certain standard of excellence, the bounty is not paid. This, while it may not prevent the exportation of poor tea, certainly reduces to a minimum its possibility.

### THE INDIAN PLANTER

is now taking great interest in the green tea question, and many gardens are sending samples of green teas to Canada to be tested, and some of the newspapers devoted to the planters' interests there, are strongly advocating the imposition of a cess similar to that imposed upon the Ceylon planters, the funds to be used the same as they are in Ceylon, viz.: In exploiting the American and European markets.

### COLORING AND GREEN TEAS.

The total absence of the coloring in the dry leaf of the Ceylon and Indian green teas will be a great feature in their favor. Hitherto, all green teas coming from Japan and China have been colored. The Ceylon and Indian planters propose acquainting the public of that fact, and also of the fact that a tea is not necessarily green because it is green in the dry leaf.

The natural color of green tea in the dry leaf is not green but a dark olive or brown. A tea which is green in the dry leaf is only so because that color has been artificially produced.

### THE INDUSTRY OF MR. MACKENZIE.

To Mr. William Mackenzie, the Ceylon Tea Commissioner in America, is due much of the honor for the interest that is beginning to develop in regard to Ceylon green

teas. For some years he has been endeavoring to induce prominent firms in Canada to introduce Ceylon green teas, but he was unsuccessful until about a year ago, and it was because up to that time the teas had not been properly prepared. Then a new and improved process was discovered, and the result was a tea which met with the approval of those who had hitherto been dissatisfied. One prominent firm in Canada has shown itself to be particularly aggressive in exploiting Ceylon green teas, with the result that repeat orders are already frequent, while the demand exceeds the supply.

### QUALITY OF CEYLON GREEN TEA.

The quality of the Ceylon green tea which is now coming upon the Canadian market is certainly good. "It closely resembles early May picked Japan tea," said a tea man, "only it seems stronger and more full in flavor." Judging from the samples that have been on the market for over a year, the flavor-keeping quality of Ceylon green tea is excellent.

A peculiarity in regard to Ceylon green teas in contradistinction to the green teas of Japan and China, is that they can be picked in even quality all the year round. The best quality of Japan tea is gathered during April and May only.

### METHOD OF MAKING GREEN TEA.

In order that the planters of Ceylon may be thoroughly well informed as to the best method of making green tea, an interesting circular, giving instructions, has been issued by what is known as the Thirty Committee of Ceylon. The following is a copy of the circular:

1. Take the green leaf straight from the field and steam at once in a Quitah machine (a long narrow revolving box); full steam must be turned on for five minutes and then shut off. The leaf is then kept in a steam box for another 10 minutes, the box kept revolving meanwhile, in order that each leaf will get the full benefit of the steam. The leaf is then examined, and if found pliable (like slightly under-withered leaf) it is taken out and spread on tatts to drain off the superfluous water; if the leaf is not found to be sufficiently pliable, another two minutes in box should be allowed. Some time should be allowed for draining off the water.
2. A suitable quantity is then taken to the roller and rolled for half an hour lightly. After being discharged, all lumps (of which a great many will be in evidence) must be carefully broken by hand.
3. The roll is then taken to the drier and partially fired to rid it of excessive moisture, care being taken not to allow it to become crisp.
4. It is then rolled again for one hour. Owing to the brittle quality of the leaf after it has been submitted to the steaming process, it is not possible at any time to apply weight to it in rolling. After discharge from roller, the leaf must be again carefully broken by hand.
5. Then final fired. This last operation must be thoroughly completed, care, however, being taken that temperature is not allowed too high (say D.D. Sirocco 210 degrees to 220 degrees should be the maximum), as the leaf very easily blisters, also a "toasted" flavor (which is objectionable) may be

Letter  
received by

The  
Cowen  
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Limited,

manufac-  
turers of

Cocoa  
and  
Chocolate,

Toronto,  
Canada,  
from

G.  
Sterling  
Ryerson,  
M.D.,

British  
Red Cross  
Commis-  
sioner in  
South Africa.



~~GIFT~~ FROM THE BRITISH RED CROSS SOCIETY.

*Blancpain  
Orange River Colony  
June 28. 1900  
Cowan & Co  
Toronto*

*Dear Sir,*  
I feel that  
I ought to write to thank  
you for the gift of chocolate  
to the Cadets.

It has proved most  
useful and acceptable  
and I would further state  
that it is the only chocolate  
which has come to our  
stores which has withstood  
the hot weather. Most chocolate  
melts, yours remained firm.

Yours faithfully  
G. Sterling Ryerson and  
Ryerson Co.

Cowan's  
Cocoas

and

Chocolates

being  
absolutely  
pure  
will stand  
any climate.

We  
commend

Dr.

Ryerson's

letter  
to the

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of Canada.

The

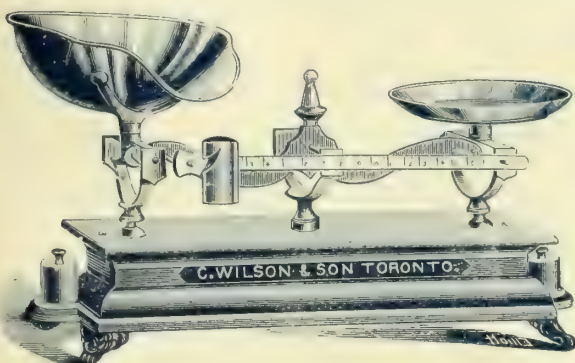
Cowan

Company,

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Toronto.

"AGATE" BALANCE.



TEA SCALE.

## Wilson's "Agate" Balance Scales.

THE STANDARD OF THE WORLD.

Highest Medal at World's Fair Chicago, and Grand  
Medal at Paris, France.

Our Specialty —

**MONEY-WEIGHT GROCER SCALES**

WITH AGATE AND BALL BEARINGS

Catalogue Free.

Easy Terms of Payment.

**C. WILSON & SON,**

69 Esplanade Street East,

TORONTO



imparted to the tea. Firing should be as brisk as possible, as it adds to the pungency of the tea, the points mentioned above being carefully observed. Sifting process. The bulk is first passed through a No. 12 sieve and called Young Hyson, then No. 10 sieve and called Hyson, then No. 8 sieve and called Hyson No. 2, and what remains on top of No. 8 has to be broken through it. Dust from Young Hyson should be mixed with the lower grades. There should not be more than from 10 to 12 per cent. of dust altogether from the other grades, which is called "Twankay."

#### A MATTER OF NAMES.

There is some disapproval in Canada to the name "Hyson," which the planters in Ceylon are giving their green teas. "Hyson" is associated with China green tea,

#### HOW TO MAKE SHOW CARDS.

THE object of this lesson is to give instruction in the art of card writing, in simple and concise form, avoiding complexity, and enabling window-trimmers to adopt and enlarge the field for that kind of work, says a writer in an exchange. In the study of show cards, it will be observed that there are three distinct kinds — plain, ordinary and fancy. The first are made quickly and in an off-hand way, while the second or ordinary displays more taste in arrangement and style of making, and the third embraces all cards that take considerable work, and colors are added to bring

obtained in the same way, but are only coated on one side.

The next thing to consider is color. Most of the colors can be obtained in dry form in order to be pure, or they can be obtained from concerns that make a specialty of manufacturing and preparing paints expressly for that kind of work. The colors are put up in small jars, and with them comes a small package of binders. They can be had in all colors. The following is a good variety for a first class writer, suitable for all classes of work: Zinc white, drop or ivory black, vermilion and yellow. The amateur must provide himself with a good



A Canadian View—General view of the Experimental Farm, Agassiz, B.C.

and it is contended that it would be better if the names by which the Ceylon green teas are known were associated with Ceylon instead of with the foreign competitor.

Besides the quality of Ceylon green tea to recommend it, there is the Imperialistic sentiment to be considered. That sentiment, undoubtedly, stimulates to no small degree the demand for British-grown black teas, and it is not likely to be without its influence in regard to British-grown green teas.

A constant advertiser has all the advantage of a periodical or season advertiser. The man who keeps before the public all the time leads in business.

out special designs. The ordinary is by far the best for everyday work and should be mastered first, as it is the best field for the amateur.

The essential articles necessary to make an artistic card are good cards, pure colors and good brushes. Pay particular attention to these points. A great deal depends on what kind of tools and material you use for your work.

The first thing to procure are cards, which can be had in all colors; white, being the one used the most, can be had in medium weight coated board in either 4, 6 or 8-ply, 4 and 6 being used for price tickets and small cards, while 8 ply is used for large signs. The dark colors can be

set of brushes. It is impossible to do any class of work with poor brushes. The best brushes are made from red sable, Nos. 1 and 2 in small and Nos. 3 and 4 in the large size.

Take a half-sheet of cardboard, mark very lightly what will be the top and bottom of each line of letters, then space of for reading; do not draw the letter, but mark lightly so that they will be uniform in size. This is not necessary for small cards.

Now, having everything in readiness, take a little ivory black and add a small quantity of liquid glue. The quantity of binder will have to be determined by your own experience; stir thoroughly, as most all colors are heavy and liable to settle.



I can supply at specially low prices

## Canned Lobsters

½-lb. Flats in 4-doz. or 8-doz. cases.

1-lb. Flats in 4-doz. cases.

½-lb. Talls in 8-doz. cases.

1-lb. Talls in 4-doz. cases.

## Canned Salmon

Nova Scotia catch, the finest obtained, in 1-lb flat tins.

CANNED SCALLOPS, CANNED CLAMS.  
and CANNED APPLES.

### M. NEVILLE

PLANT WHARF, HALIFAX, NOVA SCOTIA.

Lobster Packer and Exporter,  
General Commission Merchant.

Correspondence Solicited.

T. H. SMITH.

N. CARMICHAEL.

## T. H. Smith & Co.

WHOLESALE PRODUCE

—and—

COMMISSION MERCHANTS.

BUTTER  
EGGS  
CHEESE  
LARD  
POULTRY

FRUIT  
APPLES  
EV. APPLES  
DRY "  
HONEY

Consignments Solicited. Prices Quoted  
Good facilities for handling large quantities

Egg Cases Supplied

References:

Imperial Bank of Canada,  
Yonge Street,  
or Mercantile Agencies.

TELEPHONE  
8355.

70 Colborne St. ...TORONTO.

We buy outright and solicit correspondence  
N.B. Ship us your produce and get quick results.

THE LARGEST AND  
BEST EQUIPPED

## VINEGAR FACTORY

IN  
AMERICA.



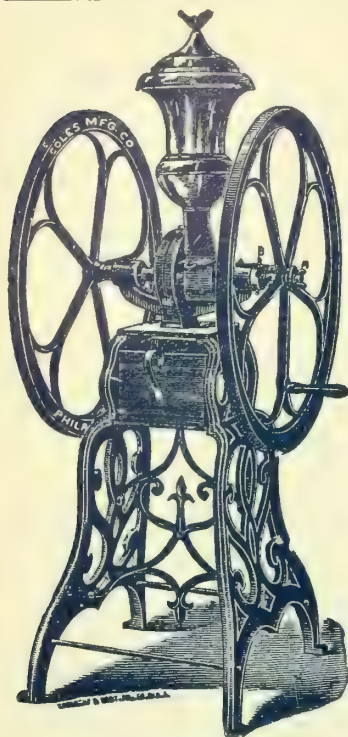
ALL GOODS STORED AND AGED BEFORE BEING SENT OUT,  
THEREBY INSURING FINE FLAVOR.

## THE WILSON, LYTLE, BADGEROW CO.

Front St., cor. Spadina Ave., TORONTO.

... LIMITED





## The Canadian Grocers Know

a good mill when it is presented to them.

They have taken up the . . .

## COLES COFFEE MILL

Because it saves them dollars in money and pounds of energy when they grind coffee. It works easily, grinds evenly, and is recommended earnestly.

Agents { **TODHUNTER, MITCHELL & CO., Toronto.**  
**DEARBORN & CO., St. John, N.B.**  
**FORBES BROS., Montreal.**  
**GORMAN, ECKERT & CO, London, Ont.**

**Coles Manufacturing Co.**  
 PHILADELPHIA, PENN'A

## FORTUNATE

we have been in placing our order early for . . . . .

## SPANISH RAISINS

We are booking to arrive at tempting prices the following Dried Fruits :

|             |                      |                                              |
|-------------|----------------------|----------------------------------------------|
| 4,000 Boxes | Valencias            | 4-Crown Layers<br>Selected<br>Fine Off-Stalk |
| 1,000       | California Muscatels | 2-Crown<br>3-Crown<br>4-Crown                |
| 200         | Seeded 1-lb. Cartons |                                              |
| 1,000       | Prunes               | 100/110<br>90/100<br>80/90<br>70/80          |
| 2,000       | Evaporated Apples    |                                              |

**F. P. REID & CO.**

Branch Warehouse:  
 CAMPBELLTON.

**MONCTON, N.B.**



## Boston Laundry Starch...

is the best domestic starch ever offered to the Canadian trade. It is very simple to use, gives a beautiful hard finish to linen and cotton goods, and is sold at popular prices by all dealers at 10c. a package. One package goes as far as two of the ordinary cold water starches.

SOLD BY

**THE F. F. DALLEY CO.,**  
 LIMITED  
 HAMILTON.

## Rowntree's

High-Class Confectionery.

Rowntree & Co., Limited, of York, England, desire to call the special attention of the Canadian trade to their well-known

## Gum Pastilles and Jujubes.

The perfection of confectionery art of world-wide fame for purity and delicacy of make. Rowntree & Co., Limited, are the largest manufacturers of Gum Confectionery in the world, the large Yorkshire Factories employing over 1,500 hands.

Chocolate Creams of all varieties.

**Rowntree's**  
 ELECT Cocoa

A delicious, highly-nourishing, and thoroughly digestible Cocoa, so economical in use that 120 breakfast cups can be filled from a 1-lb. tin.

Agents for Canada are :

For Manitoba, Northwest Territories and British Columbia:  
 THE HUDSON'S BAY CO., Winnipeg.

And for Quebec, Ontario and the Maritime Provinces:  
 Mr. CHAS. GYDE, 20 St. Francois, Xavier St. Montreal.

|                                        |                                                                                                                |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------|
| THE                                    |                                                                                                                |
| <b>AUER LIGHT</b>                      |                                                                                                                |
| WITH                                   |                                                                                                                |
| <b>GAS OR GASOLINE</b>                 |                                                                                                                |
| FOR<br>CHURCH,<br>HOME<br>OR<br>STORE. | For the next five months you use more artificial light than in all the rest of the year, why not get the best? |
|                                        | <b>The Auer Gas Light</b><br>uses but half the gas and gives 60 candle-power.                                  |
|                                        | <b>The Auer Gasoline Lamp</b><br>gives the light of 8 oil lamps for the cost of 2.                             |
| SEND FOR PRICES.                       |                                                                                                                |

**AUER LIGHT CO.,**

1682 Notre Dame St.,  **MONTREAL**

## The Lakeport Preserving Co.

LAKEPORT,  
ONTARIO,  
CANADA.

PACKERS OF . . .

### HIGH-GRADE CANADIAN FRUITS

ALSO —

Corn, Tomatoes, Peas,  
Butter Beans, Pumpkin, etc.

*We are large exporters of Canned Apples in  
Gallon and 3-lb. Tins, and Green  
Apples in Barrels.*

**CORRESPONDENCE SOLICITED.**

A.B.C. Code, 4th Edition.  
Cable Address: "Preserving," Colborne.

This space belongs to  
**AMOS H. BAKER,**  
Picton, Ontario, Canada.  
Dealer in Grain, Seeds  
and Evaporated Apples.

Correspondence  
solicited.

## EUREKA VINEGAR WORKS.

**ALFRED ROBITAILLE, Proprietor.**

Factories: QUEBEC and ST. JOHNS, P.Q.

**PURE EUREKA VINEGAR** is manufactured under the supervision of the Inland Revenue Department.

A full stock of all grades in our warehouse here.

### PICKLES

**"Maple Leaf," "Klondyke."**

We are also large manufacturers of pickles.

**KEGS. PAILS. BOTTLES.**

These Pickles are prepared in Pure Vinegar, manufactured at our works under the supervision of the Inland Revenue Department.

HEAD OFFICE AND WAREHOUSE:

34 St. Peter Street, = **MONTREAL.**

**F. HUGHES & CO., Selling Agents.**



# BUSINESS AND ITS MANAGEMENT.

SUNDRY HINTS IN REGARD THERETO.

## THE DRAFT DISHONORING EVIL.

**I**F one can gather anything from the frequency of complaints, there is an all too common practice of dishonoring drafts. In some instances it is due to carelessness; in others it is deliberately designed.

### A PARALLEL.

A draft, like a good name, should not be dishonored with impunity, and yet, no doubt, often from a failure to recognize the fact, there are some business men who will dishonor a draft who would no more think of dishonoring a good name than flying. The fault is not so much of the heart as of the head: They do not realize the enormity of so doing.

### THE MOST FREQUENT CAUSE.

Probably the most frequent cause of draft dishonoring is slight mistakes on the part of the maker of the draft.

Instances could be cited where drafts have been refused and dishonored because of a mistake of a few cents, or because freight had been charged where the manufacturer or wholesaler had promised to pay the same.

Mistakes of this kind are, no doubt, often annoying, but, because they are annoying, it does not follow that they warrant the dishonoring of the draft.

### AN INSULT.

To inform the bank that the draft will not be accepted because of an error, such as those cited, is nothing short of an insult to the house that made the draft. Some may think that this is a somewhat strong way of putting it. Perhaps it is, but it is certainly warranted by the circumstances.

If the house is a reputable one, it will certainly rectify the mistake of its employes. Therefore, to refuse to accept the draft which it has drawn is an intimation that it is not to be trusted. If the house is one that is not reputable, it is another matter. But, why deal with a firm that is not reputable when there are so many that are?

### THE PROPER COURSE.

At anyrate, unless the amount entailed in the error is a serious one, it is always better to accept the draft and notify the drawer thereof of the error and ask for a credit note. Such a course is infinitely more commendable, and better for the drawee as well as for the drawer of the draft. In the first place it promotes good feeling instead of exciting bad feeling between the two.

"Now, that is pretty decent of A," the drawer will in effect say. "B wouldn't have done that. If we can show any favors to A we must certainly do so."

Whatever the loss to the drawer may be, because of the dishonoring of his draft, it is most probable that the loss in the long run will be much greater to the drawee.

### THE ACCORDING OF FAVORS.

Business men do not give favors to those who take advantage of slight mistakes to dishonor drafts. It is contrary to human nature for them to do so.

It is always well for the merchant to be on good terms with his creditors, as well as with his customers, for, while he may be independent of them to-day, there is no guarantee that he will be to-morrow.

### SOME EXAMPLES.

"There," said a manufacturer one day, "is a man whom, when he was in financial difficulties, I did all I possibly could to help. I personally saw most of the other creditors and persuaded them to agree to a compromise. Now, why did I do it? Simply because he one time accepted our draft, notwithstanding we had made a mistake of a few dollars in the amount which we had drawn upon him for. Now, I have another man in view. He has just refused to accept our draft because of a mistake less than a dollar in amount. What shall we do in his case? Well, we are just waiting for an opportunity to do something."

"We have a customer," remarked a well-known business man, "who, a short time ago, dishonored our draft, because, through an error on the part of a clerk, he had been overcharged a small amount. For years we had been giving that man a special discount. When he dishonored our draft I promptly notified him that the special discount would no longer be continued. He knew why we did it, and immediately

### GOT DOWN UPON HIS KNEES

with profuse apologies. But it will make no difference. He'll no longer get a special discount. My mind is firmly made up."

One of the largest manufacturers in Canada in a certain line of goods was, the other day, questioned in regard to the matter under discussion. "Are we annoyed by the dishonoring of drafts?" he said; "well, I should think we are. Here," he

continued, as he opened a drawer in his desk, "are two drafts which have just been refused by a customer with the

### CURT REMARK

that they are not correct. That man owes us several thousand dollars, and, in order to make it easy for him, we made an arrangement with him whereby we were to draw on him for a certain specified amount at certain specified periods. This is what we have done, and the drafts are strictly in accord with that agreement. And yet, he says they are not correct. I am of the opinion that he is merely

### TRYING TO MARK TIME.

But he will gain nothing by it. He will get no more leniency from us. Now, if we are correct in supposing that he has been unable to meet the drafts, he should have notified us to the effect and have paid what he could. Had he done so we certainly should have been more inclined to be lenient with him than we are at present."

Enough has been said, we think, to show that to dishonor a draft is unprofitable as well as unbusinesslike.

## TIPS ON BANKING.

Adopt a uniform signature, so that your bank may detect a forgery.

Make out your own deposit tickets, and see that the money you intend to deposit, checks, etc., are correctly listed and entered in your bankbook.

Checks made payable to bearer are paid to the person presenting them.

Checks to the order of the payee must be indorsed by party presenting same, making it a receipt for money paid; identification is also required, making checks drawn to order much safer than if made payable to bearer.

## A LESSON IN DISCOUNTS.

1. One-half per cent. on a 30-day bill paid in 10 days, is equal to interest at the rate of 8 per cent. per annum.

2. One and one-half per cent. on a 60-day bill, paid in 10 days, is equal to interest at the rate of 11 per cent. per annum.

3. Four per cent. off on a 4-months' bill, paid in 30 days, with a 3 per cent. discount, is interest at the rate of 12 per cent. per annum.

4. Five per cent. discount off on a 4-months' bill is interest at the rate of 15 per cent. per annum; or, if paid in 30 days, less 4 per cent., it is 16 per cent. per annum.

# Waterford Roller Mills

**DUNCOMBE BROS.**  
PROPRIETORS.

Manufacturers of High-Grade

## PATENT FLOURS

BRANDS

“Beaver”  
“Maple Leaf”

We handle Grain in large quantities.

Established 1894.

Telephone 2491.

# EGGS, BUTTER

....and....

## POULTRY

Our Specialties.

**J. A. McLEAN**

77 Colborne Street

We buy or receive on commission.  
Consignments and  
Correspondence solicited.

**Toronto.**

MONKLAND MILLS.

FERGUS ELEVATOR.

BROOMFIELD MILLS.

# JAMES WILSON

MANUFACTURER AND EXPORTER

OF THE FINEST GRADES OF . . . .

Oatmeal,      Pease Meal,      Split Peas,  
Pot Barley,      Pearl Barley,  
Round Peas.

Feed of all kinds.

Correspondence Solicited.

**FERGUS, ONTARIO, CANADA.**



## REGULATIONS FOR STORE MANAGEMENT.

**R**ULE 1.—Keep your eyes on the front door. Customers should be waited on promptly and pleasantly.

2. Wait on children as politely as you do on grown people. They are our future customers.

3. Salesmen, when disengaged, will take position near the front door, instead of the back. Customers do not come in at the rear.

4. Don't stand outside the front door when at leisure. It is an excellent notice to competitors and customers that trade is dull.

5. Salesmen are paid for waiting on customers, and are not expected to turn them over to the boys or new men who are learning the business, while they busy themselves arranging or putting away goods.

6. Don't take a customer away from another salesman until he is through with him.

7. Don't turn a customer over to another clerk, if possible to avoid it, except for the dinner hour.

8. Go for business in every direction ; in the store or out of it ; wherever you see a chance to make a sale, work for it with all your might. **RUSTLE !**

9. Salesmen will sell at marked prices. Do not go to office for a cut price. It always makes trouble.

10. At retail the dozen price is to be allowed only when the customer takes half a dozen of each kind, or more. Less than half dozen, in all cases, to be at price for each.

11. Sorting up a line of goods allowed to make the quantity, the highest dozen price of the lot to be charged, when half a dozen or more are bought.

12. Clerks or other dealers are to be charged regular retail prices. If the houses they work for buy the goods for them it is a different matter.

13. Don't send a customer up stairs or down by himself.

14. Salesmen will avoid the responsibility of trusting customers whose credit is unknown to them by referring all such cases to the manager. Extending credit without authority makes the salesmen responsible for the amount.

15. In opening a new account get the business and post office address of the customer correctly.

16. Never show a price-list to a customer; it confuses him.

17. Salesmen are expected to sell the goods we have, not the goods we have not.

18. Salesmen are responsible for their mistakes and any expense attending their correction.

19. Always charge goods first in the day books. Make out the bill from the charge in the book. Make this an invariable rule.

20. If you have a charge to make, enter it before waiting on another customer ; your memory is apt to be defective and the sale forgotten before it is entered.

21. All cash bills over \$5 enter in your sales book.

22. Make your charges accurate in detail or description by number, size, etc. By so doing, it facilitates correction, in case of a dispute with the customer.

23. Close your entry books after making entry. Valuable information may be gained by competitors.

24. Clerks receiving change from the desk will count the same and see if correct before handing to the customer. Always hand the cash memorandum with the money to the cashier.

25. If you know of an improvement of any kind, suggest it at once to the manager ; it will be impartially considered.

26. Keep retail stock full and complete on the shelves, so as to avoid detaining customer. Notify each man in charge of a division when you find anything short in it.

27. Always put the stock in order when through waiting on customers.

28. Each clerk is expected to see that his department is kept clean and in perfect order.

29. In arranging goods, put the smallest to the front ; when the same size, cheapest to the front.

30. Use the early part of the day and the last hour before closing in sorting and straightening up.

31. Prices are not to be cut. Report every cut price by other firms to the manager after the customer is gone, unless he is a well-known and regular customer, in which case report at once.

32. Do not smoke during business hours, in or about the store.

33. Employees are requested to wear their coats in the store. It is not pleasant for a lady to have a gentleman waiting on her in his shirt sleeves, or with his hat on.

34. Employees are expected to be on hand promptly at the hour of opening.

35. Employees will remain until the hour of closing, unless excused by the manager.

36. The company will ask of you as little work after regular hours as possible. When demanded by the necessities of business, a

willing and hearty response will be appreciated.

37. If an employe desires to buy anything from stock, he must buy it of the manager ; in no case take anything without doing so.

38. In purchasing for individual use around town, under no circumstances use the name of the company as a means to buy cheaper.

39. Employees pay for whatever they damage ; they are placed on their honor to report and pay for it.

40. Employees using bicycles will keep them in the cellar or in the back yard ; they must not be left where they will cause inconvenience.

41. Conversation with the bookkeeper, or the cashier, except on business, interferes materially with the work. Do not forget this.

42. Watch the ends of stock, make as few as possible, and always work them off first, to keep the stock clean.

43. Keep mum about our business. Always have a good word to say for it, and never say it is dull. Keep your eyes and ears open about your competitors.

#### IT WILL PAY YOU TO LEARN THE FOLLOWING BY HEART.

Towards customers be more than reasonably obliging ; be invariably polite and attentive, whether they be courteous or exacting, without any regard to their looks or condition, unless, indeed, you be more obliging and serviceable to the humble and ignorant.

The more self-forgetting you are, and the more acceptable you are to whomsoever your customer may be, the better you are as a salesman. It is your highest duty to be acceptable to all.

Cultivate the habit of doing everything rapidly ; do thoroughly what you undertake, and do not undertake more than you can do well.

Serve buyers in their turn. If you can serve two at once, very well ; but do not let the first one wait for the second.

In your first minute with a customer you give him an impression, not of yourself, but of the house, which is likely to determine, not whether he buys of you, but whether he becomes a buyer of the house or a talker against it.

If you are indifferent, he will detect it before you sell him, and his impression is made before you have uttered a word. At the outset, you have to guess what grade of goods he wants, high-priced or low-priced. If you do not guess correctly, be quick to discover your error, and right yourself instantly ; it is impertinent to insist upon

# Secrets of Canning

By the BRIGHTON CANNING CO.

- 1st. Suitable soil and climatic conditions for perfect growth.
- 2nd. Intelligent, therefore industrious growers.
- 3rd. Delivery at factory same day the product is gathered.
- 4th. Thorough inspection when delivered.
- 5th. Pure spring water for cooking.
- 6th. Personal supervision by the processor, who has in our factory a direct financial interest in the successful preserving or canning of fruits and vegetables.
- 7th. Cleanliness of the employees, machines, kettles, factory and surroundings.

*Closely follow the above instructions and the result will be :*

- 1st. The finest flavored goods in Canada.
- 2nd. The highest standard of fruits or vegetables.
- 3rd. The natural flavor and color of the product to be canned.
- 4th. The receiving of such product as will meet the requirements necessary for choice canned goods.
- 5th. Perfection. Ask any sanitary officer the danger in using impure water.
- 6th. Quality and quantity without risk or waste. Ask your wife or mother if she dare leave her preserving or canning in charge of a servant.

*We have followed closely on these lines, therefore*

## THISTLE BRAND

*enjoys a reputation for flavor, color, quality and well-filled cans that has placed us in the front of an immense industry.*

### CANADIAN APPLES.

Have you been "skinned" by dishonestly packed apples? Buy Thistle Brand Canadian apples and your faith in human nature will return.

### PRIME EVAPORATED APPLES

for sale in carlots.

### GALLON APPLES

for home or export. No preservative or health-destroying bleaching compound is used in the manufacture.

WRITE OUR AGENTS

Messrs. Frank Hamilton & Co.,  
LIVERPOOL, ENG.

Thos. Russell, Bazaar,  
GLASGOW, SCOTLAND.

OR

**The Brighton Canning Co.,** BRIGHTON,  
ONT.



showing goods not wanted. It is delicately polite to get what is wanted adroitly on the slightest hint.

Do not try to change a buyer's choice, except to this extent: Always use your knowledge of goods to his advantage, if he wavers or indicates a desire for advice. The worst blunder that you can make is to indicate in a supercilious manner that we keep better goods than he asks for.

Show goods freely to all customers; be as serviceable as you can to all, whether buyers or not.

Sell nothing on an understanding; make no promises that you have any doubt as to

to you, in the end, will be greater—not only from a social and moral point of view, but in dollars and cents—than on anything else you may have to offer a customer. R.

#### "BUSTED AG'IN."

**O**PPPOSITE the railroad depot down in a Virginian town there was, according to The Washington Evening Star, a grocery kept by a colored man, and, as we had some time to wait for the train, three or four of us crossed over to look at his stock, said a commercial traveler.

Business was very brisk with the mer-

"To keep de dirt out o' de holes, sah. Can't no dirt git in dar now."

"Was it your own idea?"

"No, sah. I never should ev got dat idea if it had't been fur Deacon Williams. De deacon said it was de way dey did down in Greenville, and so he contrived to fix 'em fur me without cost."

"The deacon buys all his groceries here, doesn't he?"

"He does, sah; yes, sah, he buys 'em all yere, an' he wus tellin' me only dis mawning dat he nebber did see de beat o' how dem groceries held out."

He was advised to take his weights over



A Canadian View—Shrubbery at the Central Experimental Farm, Ottawa.

the fulfillment of, and having made a promise, do more than your share towards its fulfillment, and see that the next after you does his share, if you can.

Never run down your competitors to customers. By so doing you advertise them. It won't pay you to get trade in that way. Competitors can talk back.

To sum up and put this whole matter in a few words: Attend strictly to business when on duty; be invariably polite and obliging to everyone, not only for the benefit of the company, but for your own good. Remember that civility, while it may be one of the scarcest articles in the market, is also one of the cheapest, and the net profit on it

chant, though all of his customers were colored. We noticed that sugar, tea and codfish seemed to sell above all else, and during a temporary lull the colonel approached the battered old scales on which everything was weighed and picked up some of the weights. The hollow in each one had been filled with lead, and when quite sure that the pound weight would balance 20 ounces at least, he said to the old man:

"I see you have filled your weights with lead?"

"Yes, sah; yes, sah," he replied, as he rubbed his hands together.

"What was the idea?"

to the cotton warehouse and have them weighed, and he picked them up, and in a slow walk and very much puzzled, he proceeded to the warehouse. When he returned it was on the run, and his eyes hanging out, as he reached the store he exclaimed:

"No wonder I has gone into bankruptcy fo'teen times an' had to sell my mewls and hogs, an' make de ole woman go bar'fut! Dat are pound weight weighs 22 ounces, an' every time Deacon Williams has bought two pounds o' sugar an' codfish he has taken away three pounds an' a half! Shoo, but I'ze gwine to close de doah an' put up a sign o' 'Busted Ag'in.'"



# READ THIS ANNOUNCEMENT

And then, if you require any of the following lines (which you undoubtedly must), it will be to your best interests to consult us at once, as we are in a position to offer you the best goods obtainable on the market at the best possible prices. Here are some of them :

## TEAS . . . . .

*Japans, Congous, Indian, Ceylon, Oolongs, Pingsuey Gunpowders, China Greens.* (These goods we sell to the wholesale trade only.)

## COFFEES . . . . .

*Mocha, Java, Ceylon, Costa Rica, Maracaibo, Rio, Santos, Etc.*  
Being direct importers and large buyers, we can always quote the lowest figures in the market.

HEADQUARTERS FOR

## DRIED and EVAPORATED FRUITS

*Of the first quality. Valencia Raisins, Seedless Raisins, Currants, Figs.*

## SPICES . . . . .

*Of all descriptions.* (Sample order will convince you of their merits.)

## BAKING POWDERS . . .

*"Union," "Star," "World's Best."* (Are leaders.)

## CREAM OF TARTAR

*Borax and Bi-Carb. Soda.* (Genuine Business Builders.)

Importers and manufacturers of hand and machine-cut

## CORKS . . . . .

We also act as Commission Agents  
for Consigned Goods.

Foreign Correspondence Solicited.

# S. H. EWING & SONS - Montreal.

TEAS, COFFEES, SPICES, CORKS, ETC. GENERAL COMMISSION MERCHANTS.



TO THE

# Canadian Grocers :



Pints only.

Gentlemen, — Please take note of the specialties shown on this page, regular YANKEE made and appetizing—always taste like more. Goods of a kind and quality you cannot get of other makers.

*Mrs. Holbrook's*

## ***Golden German Salad***



Pints only.

Already well and favorably known in some of your larger cities.

## ***New England Tomato Relish***

Newer and not quite so well known, but just as good, and a very happy departure from the numerous brands of ketchup now in the market.

## ***Bunker Hill Mayonnaise***

The finest salad dressing in the world—a large claim, but true. If you haven't seen and tried the article you have something good to look forward to.

**THESE THREE ARE OUR LEADERS.**

We mention also, as of very superior merit, Thompson's WORCESTERSHIRE SAUCE, good enough to be used by some of the finest hotels and restaurants in Boston, and BUNKER HILL SWEET PICKLES, both plain and mixed—sugar in the goods, not on the label only.

These are all elegant, up-to-date goods of quality and style that make their price a secondary consideration to the consumer once they have been tried.

You should try a sample order of them all.

Ask your jobber for them. If you can't get them there, write us and we will contrive some way to get your order filled.

If you take time to read this, and then ACT upon it, it will prove one of the most profitable investments of time you ever made.



Correspondence solicited and information as to packing, prices, etc., gladly furnished by yours truly,

# Skilton, Foote & Co.

Office—77 South Market St.

**Boston, Mass., U.S.A.**



Pints and Half-Pints.

# THE BEST YET IMPORTED.



We have been appointed sole agents  
in Canada for . . . .

## James Ainslie & Co.,

OF LEITH, SCOTLAND,

DISTILLERS AND PROPRIETORS OF THE  
CELEBRATED

# "GLENLION"

Brand of Scotch Whisky,

as supplied to the Royal Navy.

This firm was established in 1819 and is one  
of the oldest and most reliable in existence.

Their whiskies are all matured in wood, they  
are perfectly blended and possess a very fine  
mellow flavor.

It is the finest liqueur connoisseurs ever  
tasted. Let us send you a case as sample.

We have it in casks and in bottles of all sizes.  
Small sample bottle sent free on application.

## L. Chaput, Fils & Cie.

Wholesale Grocers and Tea Importers.

MONTREAL.



## THE SUM OF FIVE HUNDRED DOLLARS.

What Clerks Would do if They Had It.

**I**F you ever want to test the truth of the assertion that no two men think alike, just start out some morning and ask the same question to a dozen different persons. I tried it myself the other day on several clerks in Toronto. The question I propounded to them was: "What would you do if you had \$500?"

The first clerk I interviewed has held a good position in an up-to-date store on Yonge street. "What would I do with \$500?" said he, "I'd leave it where the money I now have is—in the bank."

"You would be content with 3 per cent. interest?"

"Yes, unless I saw a good chance to invest it."

"In real estate?"

"No. What do I know of real estate? But I do know something of the grocery trade, and if I felt sure of my ground I would

INVEST IT IN SOME STAPLE ARTICLE

when I felt that it was bound to advance shortly. Now, if I had put a couple of hundred dollars into sugar or currants a short time ago I would have made good money. And I am in a position, I think, to learn pretty well when to buy such goods."

"How would you store them?"

"I'd buy for future delivery. The wholesale houses would store them all right. And I have known instances where they bought the goods back at a profit without their even being moved from the wholesale warehouse."

"But you run the risk of losing when you speculate!"

"Well, as I said before, I am of a cautious disposition, yet I know enough of the grocery business to feel safe in buying staple goods under certain conditions. For instance, when sugar gets as low as \$4.50 I think a man would be safe in buying it to hold. It might go down 10c., or even 25c., but I would be willing to take the risk, even though I am not a gambler in disposition."

THIS CLERK WOULD GET MARRIED.

The next clerk I saw was a younger man. He laughed when I repeated my question to him. "Now, you're out to guy me," he replied, "you know I'll never have \$500 as long as I am a clerk. But if I had I'd get married to-morrow."

"And live on your present salary?"

"I guess nit! I'd borrow \$500 more from the wife's father and start up for myself. You see, the girl I have my eye on

knows the business as well as I do, and for the first year or two she could help me in the store. We'd make a winning team. But, say, this is only a dream! I've got to go down cellar and clean up. See you again."

HE WOULD BUY A HOUSE.

This young man was not the only one to whom the thought of \$500 in his possession brought visions of matrimonial bliss. Another clerk, about 30 years old, who is now getting a salary above the average, answered the query somewhat as follows:

"If you won't mention my name I'll give you the tip that when I get about \$500 I am going to buy a house, pay that much down on it, and start housekeeping."

"As a bachelor?" I innocently inquired. (Notwithstanding his 30 years he blushed.)

"No, I am going to be married as soon as I can get the house. She doesn't want to marry me until I do. I hope to have it in about a year more. Now, my name's secret with you, eh?"

"Certainly. But why buy a house instead of starting in business. That sum of money would go about as far toward one as the other; wouldn't it?"

"Candidly, I believe I am making more money here than I would make in business for myself unless I had nearly \$1,500 to start with. I don't know enough about buying. On the other hand, we will be sure to save money, as I intend to get a small, cheap house and the interest on the mortgage, taxes, etc., would be much less than rent for a house the same size. No, we would be content to settle down on my salary as a clerk if we had \$500 or \$600 paid down on our own house. As for prospects, I hope to be a partner of this firm some day."

WOULD PAY HIS DEBTS.

The most laconic answer I got was from a sporty young clerk in a Queen street west store. He would say nothing more than: "I guess I'd pay my debts and salt down what was left. Salt down, I suppose you know, means to put it in the bank."

WOULD BANK HIS \$500

Another clerk put his answer briefly at first by saying: "I'd bank it all." But I managed to draw him out a bit by asking: "Would you be content with \$15 interest annually?"

"Well, its this way," he replied, "I have \$450, and it's all in the bank. And, as I am putting all I can save there, it's likely

that I will be content for a while longer. I don't think I know enough about the grocery business to start out for myself yet. And I don't think \$500 enough to start with at any rate. It has been done, but I am not going to try it."

"How much do you want?"

"About \$1,000. Then I can borrow \$600 or so more and by paying interest on that amount I can get my discounts right from the start. And the money in this business to-day, I have learned, is in the discounts."

The next clerk I saw had different ideas about the sum necessary to

START IN FOR HIMSELF.

"If I had \$500 I'd start out to-morrow to look for a stand for myself. Dozens of grocers have begun with less. Why, the boss here had less than half that sum when he commenced. Now look at his business. He does \$500 business every week. He had the confidence of the travelers when he started out. So will I. I have stood by them every way I could. They know I am square and that I know the business."

"But would you get the discounts at the first?"

"I would not put in a very large stock. I would get a good horse and rig and pay cash for them. I would get my stock from one wholesale house, pay what I could on it down, and give a mortgage on the rest. But for all I would buy after I would pay cash down—and get the discounts. If I did as well as I should, and as I would expect to, I would be able to have everything paid off on the original stock in between one and two years, according to the amount of stock I bought. I would have to live close, but I am in a position to do that."

Only one of the number I saw thought of returning to school. Said he, when I approached him: "If I had \$500 I'd

GO BACK TO SCHOOL

next Monday. That would be just enough, with what I could earn in the meantime, to put me through the Collegiate Institute and Osgoode Hall. I am ambitious to study law. At the first opportunity I am going to forsake the grocery business for a lawyer's office, even if the salary is smaller."

WOULD BE A TRAVELER.

"I don't know what I should do," answered another clerk, the last I visited, "but I know what I likely would do. I'd throw up my job and start out to get another as a commercial traveler. And if I couldn't get the job I guess I'd do some traveling anyway. If my money ran out I'd come back to work at this business if nothing better turned up."

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ST. LAWRENCE CORN STARCH.  
DURHAM CORN STARCH.

# ST. LAWRENCE STARCH CO.,

Port Credit,  
ONT.

LIMITED



## CHARCOAL IN THE GROCERY TRADE.

**T**HERE seems to be about as much thought expended in securing economical production in the kitchen as in the factory or shop. New inventions in stoves, automatic cookers and dish-washers are steadily decreasing the necessary total of labor in that part of the household. The staple fuels, coal and wood, have been ousted in many houses by gas, gasoline and coal oil. And, within the last three years, a new fuel has been added to the number of those at the service of the housewife or her cook. This fuel, charcoal, is not new to the industrial world, for it has been applied to many purposes for generations. But its general use in the domestic world extends back only three years.

Charcoal is, according to Webster, "coal made by charring wood under turf, or in other circumstances to exclude air." It is hard and brittle, clean, though black, infusible, cannot be dissolved by water or acid, has neither taste nor odor, and burns without flame and little smoke.

### HOW CHARCOAL IS MADE.

It was made years ago in a conical shaped pile, covered with turf and charcoal dust. The fire was started in the apex of the cone and burned downwards and from the centre outwards. Now it is made in brick kilns by burning, or in brass retorts by chemical process.

The greater portion of the charcoal used in Toronto as fuel is made by the chemical process. In the works which have been established there are eight large brass retorts of much the same shape as a cart-ridge. The fire is not started within the retort, as was the case when it was made in pits, but the chemicals are abstracted from the wood by an extremely hot fire immediately underneath the retorts. Charcoal is also made by this process in Deseronto, Ont. In Comber, Ont., it is made by the brick kiln process. The best woods for the purpose are beech and maple.

Charcoal, as has been already stated, has long been used for industrial purposes. It is used for smelting high-grade iron, for making powder, for filtering purposes in breweries, etc., for various purposes in factories, and is considered by some people to contain excellent medicinal qualities.

### DOMESTIC FUEL.

But it is as a domestic fuel that it is of interest to the retail grocers. When ready for market it is shipped in bulk to wholesale dealers who put it up in clean, neat, paper bags, holding a good half-bushel. It is sold to the retailers at 7c. and by them in turn at 9c. each, or "three for a quarter."

The principal sale of charcoal is done

with the middle and poorer classes. Many families in these classes use it as almost their only fuel in the summer months. If properly used, three sacks of it will do the cooking for an ordinary family for a week, which is cheap service. But few housekeepers have yet learned the proper and economical method of using it. The majority of them fill the deep fire-box with charcoal. This is wasteful, as it creates a body of fire that heats the room, and is much more than sufficient to do the cooking.

### METHODS OF USING CHARCOAL.

Some housekeepers effect an economy by doing all their cooking on the back pot-holes, putting the charcoal on the part of the stove between the oven and the top. A better plan is to get an old piece of grate and put it in the fire-box, about half-way or a third from the top. Enough charcoal can be put on this to do the cooking without causing fire sufficient to heat up the room. The best way to get the most economical results is said by some to be to get a stove made specially for the purpose.

Even more generally than as a fuel is the use of charcoal for kindling purposes. As it lights very easily and maintains a steady, strong flame, it is superior to kindling wood for lighting either wood or coal. And, as it is sold in neat packages, which serve as a scuttle until emptied, and, as it is broken ready for use, it has another advantage over ordinary kindling wood, which has to be prepared before using.

### THE PROFIT.

All this combines to increase its sale. The result is that, while the profit on each package is small, its introduction has helped to cause an appreciable increase in the retailer's total weekly revenue. Some grocers sell from 60 to 100 sacks per week, which means an addition to their revenue of about from \$1 to \$1.50 per week.

The best way to show it is to keep a dozen or so packages by the doorway or in front of the shop, with a price card stating its value. The advantages of its use might, also, with profit, be explained to customers.

### THE EVILS OF DATING AHEAD.

**L**IKE many things that are good and wholesome in themselves and highly beneficial if used rationally and in moderation, the practice of dating ahead, while overdone and abused until it has become one of the most serious evils with which manufacturers and wholesalers are forced to contend, has a legitimate function to perform and is of great advantage in business, if confined within its proper bounds. The question is, then, not shall dating ahead be

abolished, but shall unreasonable dating be done away with, and, if so, what constitutes unreasonable dating?

First, dating ahead on goods bought for immediate sale or consumption is wholly unjustifiable. For instance, a retailer at the height of the season, finding himself in need of certain goods, will select them from the stock of a manufacturer or wholesaler, very likely, and, if the season is well advanced, at reduced prices. These goods will be in the retailer's store within 24 hours, and, in all likelihood, sold for cash within a week, nevertheless, he demands, and, as a rule, receives 60 days' dating in addition to the regular 10-day discount. This is a very common occurrence—in fact, the rule in the larger cities and in towns contiguous thereto. The large retailer thus finds it to his advantage to defer placing orders until the goods are actually wanted by the consumer, and, while this is by no means a reprehensible practice, he is, under such circumstances, not entitled to a minute's dating. When orders are placed in advance of the season (and it will always be necessary for the manufacturer and wholesaler to begin selling, and even shipping, before the retail trade starts in) a dating sufficient to place the early purchaser on an equality with the late purchaser is certainly legitimate and equitable. Beyond this, dating should not go; if it does, it falls within the category of the unreasonable.

At present, a merchant who places his order in June for August or September shipment may have his bill dated November 1, although he starts in to sell the goods, we will say, on October 1. The merchant, however, who waits until the season fairly opens—that is to say, October 1—before making his purchases demands December 1 dating, and, as a rule, gets it. Thus, the early purchaser, becoming acquainted with this fact, also insists on December 1 dating, and, if he does not get it, will probably defer his purchases. As a general proposition, bills should not be dated ahead beyond the opening of the season. At present, dating often extends to its close, and the retailer is enabled to use the money derived from the sale of goods to discount their payment. Others, who do not depend upon this, deduct additional discount under the name of "interest for unexpired time," thus transforming the dating into an increased discount, a function which it was never intended to perform. If houses engaged in the same branch of trade would come to some agreement worked out on this line, the custom of dating ahead would resume its normal office and become a benefit instead of a serious evil.—Samuel J. Kline.



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TORONTO.



## A CORNER FOR CLERKS.

Conducted by W. T. Robson.

**T**HIS is a department especially for grocery clerks, devoted to their problems and the trade generally.

I confess myself unequal to the task of managing this department, but am constrained to give it a trial in the firm belief that it will prove mutually beneficial in drawing grocery clerks closer together and be helpful in fostering a feeling of brotherhood among them. This only is the object I have in inaugurating this department. My life has been spent in the grocery business, near enough the country to be in touch with the methods of conducting a rural business, and visiting the city so frequently as to be somewhat familiar with trade of the city. My endeavors will be to deal with all subjects on this page in a helpful practical manner.

"Business men were never more willing to place large trusts on the shoulders of young men than they are to-day." This is true. The ability to see new conditions and to meet them is the secret of the power of young men in the world to-day.

Each age of men new fashions doth invent

Things which are old young men do not esteem,

What pleased our fathers doth not us content,

What flourished then, we out of fashion deem.

The young business man must be in touch with the new methods that revolutionize trade in these rapid times. Competition in trade is keen, men are alert, and the young man if he would succeed cannot afford to lose a single point. As a general statement, it is true that a young man's career is absolutely in his own keeping, and he is thus the master of his own destiny. Intense application is needed in every business position. It demands the highest and most persistent devotion if you would succeed. A young man to be successful must stand on his own feet, he must not depend on "influence"; his own effort and work must count. Unfortunately, so many young men are energetic in a new position until the novelty wears off and then they degenerate into mere machines whose places can be filled on a day's notice. They watch the clock and their employer: The first when to quit work, the second for an opportunity to shirk. Such an employe is a detriment to any business. A young man in the grocery business nowadays has a hard row to hoe, at its best. Obstacles are far more numerous than are encouragements. It is unfortunate, but it's true nevertheless, that there are ten people ready to pull a young man down where there is

one to help him up. After all, it all depends on the man.

The great cardinal principles of honesty and thoroughness always remain the same. The rewards are oftentimes slow, but in the end they are sure and greater for their slow coming. What the world says matters little, it is the great inner satisfaction that counts. Your inner satisfaction will depend entirely on your mode of life. An upright life in youth means a lot to a man as he advances in life. Habits of dissipation, I care not in what form, kill the seeds of health, energy and success, which are all and everything to a man in after life. It is exactly as a young man lives that he thrives when older. This is a law of Nature and you cannot get away from it.

"A young man should either learn to love his business or leave it," said an old merchant to me, and there is much truth in what he said. A man in an uncongenial occupation never yet made a success, and never will. Where interest is absent, energy and ambition cannot exist. It is the same way in any other branch of business. Have confidence in yourself and your ability to succeed and the chances are you will succeed. In dressing a window, even if you feel the goods are not going to make a good display, and "I don't think the window will do the house much good," then very likely you will put them into their position in such a way—in such a half-hearted careless manner—that it really will be of little use to yourself, and not attractive to your customer.

It is wonderful the different conditions that exist in different stores in the same locality. A totally different class of goods for an entirely different class of customers is required often in the same town. A man going into the grocery business in a new locality must study carefully his customers. He can be an educator, in getting them to use better goods, but in this he must exercise care and judgment. The confidence of his customers is the one thing a clerk or proprietor should continually strive to obtain, and, once you have it, guard it jealously. The average grocer has the power to unmake, in one minute's conversation with the great majority of his customers, the trade of almost any line of goods he sells. I care not how much they are advertised nor how much people are warned through the press to "take none other," nine times out of ten will the

customer take the goods the grocer recommends. The grocer must not mislead, or the consequences will be serious. Were he to recommend an article without merit, the result would be disastrous to his trade. The clerk and the "boss" (as the boys generally say) are so closely connected in business relationship that it applies with equal force to each. "Our store" many clerks say, when speaking of the place where they work. When you hear a young man speak thus of the place he is working at, you may bank on it, he feels himself a partner in the business, and there will be no lack of interest in him.

Now, in conclusion, I hope you will feel free to ask me anything pertaining to our business or your personal life. I will endeavor to answer and help you to the best of my ability.

Always sign your name (not for publication), and address me: W. T. Robson, care of THE CANADIAN GROCER, Toronto. Do not ask me to reply by mail.

### ACQUIRED ABILITY IS BEST.

In order to succeed, a man must know his own value, says an exchange. Every man has a mind and body with which he can accomplish almost anything, if he only uses them in the right way. Ability comes from no peculiarity in a man's brain matter or muscle which other men do not possess. It is simply trained brain and muscle. Because a man does not inherit trained faculties, or because he has let his faculties go uneducated for years, there is no reason for his giving up ever accomplishing anything. A noted author, when asked by a beginner the best means of improving his style of writing, said that the best advice he could give was for a man to write as well as he could. This is true in any line of business. If a man has not as much natural ability as his friends or competitors, the best way for him to get it is to do his very best at all times. It is surprising how rapidly a man's ability will increase under such circumstances. It should be remembered that acquired ability is much more credit to a man than inherited ability, and for that reason the idea expressed by the Frenchman is not a bad one. His English friend was boasting of his long line of ancestors, and in reply the Frenchman said: "I may not have any ancestors to boast of, but I will make an ancestry."

Hardup—I'm very sorry, but I can't pay you to-day. You see the groceryman has just been here, and—

Butcher (interrupting)—Yes, I just met him, and he said you put him off because you have to pay me. So here's the bill.





# PURNELL'S

## MALT

## VINEGARS

Brewery: Bristol, England.

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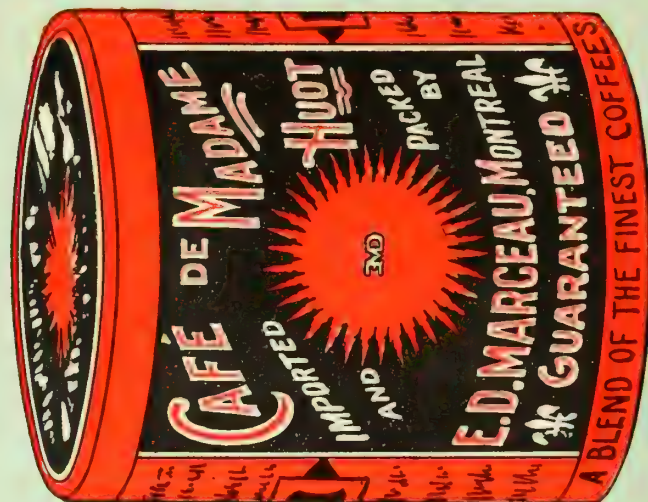
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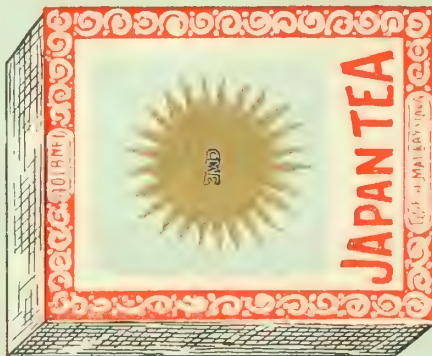
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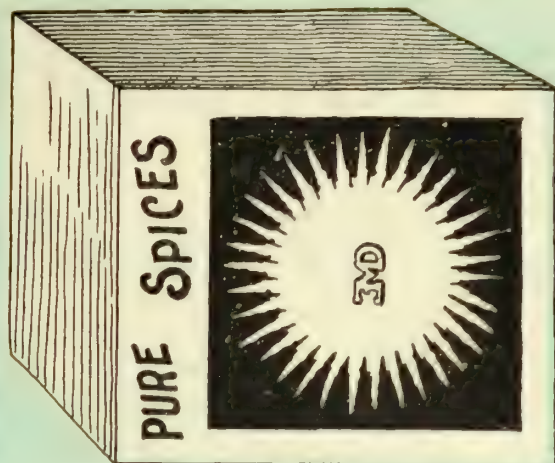
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We want to say a word to you about Tea.  
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We solicit the attention of the trade to these facts and trust they will see the fairness of our contention.

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MONTREAL AND TORONTO, OCTOBER 26, 1900.

### THE BUTTER TRADE SITUATION.

SO far this season, our exportation of butter to Great Britain has not been of satisfactory proportions. The total shipments of butter from Montreal to date amount to 233,954 packages, against 408,416 packages for the same period last year, showing a decrease of 174,462 packages. The United States export statistics also show a decrease, and this year Great Britain is taking 41 per cent. less butter from this side of the water than she did last year.

Some might explain this by attributing the decline in the amount of exports to the decline in the amount manufactured.

The price of cheese has been ranging high all summer, and farmers have been sending their milk and cream to the cheese factories, where they could obtain better returns than from the creameries. Within the last two months, several creameries have changed their machinery and transformed themselves into cheese factories. This would stint the supply of butter.

But, if less butter were shipped, simply because it could not be obtained, would the price not rise? One would naturally suppose so. Yet, while last year at this time choice creamery was worth 22 to 23c. per lb., this year it will bring only 20½ to 21c. on the Montreal market. There must then be a slump in the demand. How can this be, when our dairy exhibit at the Paris Exposition is obtaining the highest rewards and exciting general comment, when our creameries are learning their business better every season, and when the Canadian Government is introducing cold storage and better shipping facilities? Surely the quality of our butter is not deteriorating, and surely we can make it as cheaply as any other country.

The truth is that the make is larger the world over this year and Australia is entering more keenly into the competition on the English market.

Our butter has been satisfactory this summer on the whole, although the September make, for some reason or other, did not turn out as good quality as usual. Still, this ought not to materially affect prices.

They are being kept down by Australian pressure. Both Australia and New Zealand are making great strides in the pro-

duction of butter for the English market, the imports from those countries into Great Britain for the month of September last being 30,930 packages, against 23,042 packages for the corresponding Period last year. The imports for the nine months ending September 30, 1900, were 696,713 packages, against 439,072 packages for the same period last year, and 313,839 packages in 1898.

Although the English make is larger this year than last and other countries are also producing more butter than usual, thus making the feeling here rather easy during the last few weeks, there is evidently a steadier feeling in butter this week. There has been more demand for choice creamery, while dairy butter can hardly be obtained. English advices also tell of a firmer feeling and an improved trade with cooler weather.

Both in Montreal and the country there has been quite a lot of speculative buying in the expectation that prices will advance later on. Present cable limits, however, will not warrant top prices being paid in this market, so that if they are paid they are either for local consumption or speculative export account. Speculators should remember that last fall bargaining was being carried on with English buyers on a basis of 20 to 20½c. The outlook seems to be no brighter this year.

An air-ship should sail well these days, when the atmosphere is so heavily charged with political gas.

### THE DEFICIENCY IS IN BUSINESS COMMONSENSE.

EACH of the political parties which is now appealing for the votes of the Canadian people is devoting a great deal of time in trying to demonstrate that it possesses in a higher degree than the other the quality of loyalty to the Mother Country.

They would be much better employed were they searching their brains for schemes for the commercial advancement of the country.

No sensible man impugns the loyalty of either party to Great Britain. Both parties have no doubt men within their ranks whose loyalty is not of the approved brand, but, to the whole, they are as but a drop in the bucket. What then, is the use of Conservative or Liberal wasting his time in proving that which no one except foolish partisans has called into question?

If it was the business ability of the respective parties that was called into question, there would be food indeed for argument. Neither party has any of that quality to spare. That is possibly the explanation of the numerous and verbose speeches in regard to loyalty and the few and brief speeches in regard to the quality of business.

It is not loyalty, but business commonsense, that the average politician needs to be inoculated with.

### A BAD SIGN.

MERCHANTS who exhibit a high degree of enterprise may excite the envy of competitors, but they secure the admiration of customers.

It is a bad sign when one merchant becomes envious of another. It is an outward sign of an inward realization that his competitor is leaving him behind.



## A TREATY WITH TRINIDAD—WHO WILL SECURE IT?

**N**OTWITHSTANDING the excitement in the United States consequent upon the Presidential election, quite a little interest is being developed, particularly among the commercial class in New York, in regard to the trade of Trinidad.

In February last, a convention was signed on behalf of the United States and Trinidad, in which it was agreed that the products of each country were to be accorded certain reciprocal advantages under their respective tariffs. For the ratification of this convention by the Congress of the United States and the Legislature of Trinidad, six months were to be allowed. Almost forthwith, the Legislature of Trinidad did its part towards the ratification. The matter came before the Senate of the United States, but that body succeeded in dilly-dallying with it until ratification was made impossible by the adjournment of Congress. By limitation of time, therefore, the convention signed in February expired about the middle of August last.

According to the provisions of the proposed treaty, the United States were to give the sugar, fruit and vegetables of Trinidad a reduction of  $12\frac{1}{2}$  per cent. in the regular duties. Trinidad, on the other hand, agreed to admit free of duty agricultural implements, cars and railway equipment, and other forms of machinery, from the United States. Besides this, reductions were to be made on breadstuffs and provisions.

By the commercial interests of the United States the convention was considered favorable to themselves, and the failure of the Senate to ratify it is difficult to understand.

The New York Journal of Commerce, in a recent issue, declared that no conceivable motive for the failure of the Senate to ratify the treaty could be assigned "other than the fact that it had the approval of Great Britain, and that to thwart any agreement with this power, no matter how advantageous to ourselves, would be popular with a portion of the electorate."

This is probably the correct explanation of the Senate's inaction.

Just before it was announced last spring that a convention had been signed between the United States and Trinidad, it will be remembered that the Canadian Minister of Finance, Hon. W. S. Fielding, announced that the Government proposed, except in regard to certain specified lines, to give the products of Trinidad free entry into Canada, on condition that certain tariff advantages were accorded Canadian products under the Trinidad tariff. The announcement that Trinidad and the United States had signed a convention, of course, nipped in the bud the intention of the Canadian Government.

Since the failure of the United States Senate to ratify the convention there has, however, been a renewed desire on the part of both Canada and Trinidad to enter into reciprocal relations with each other. At the annual meeting of the Board of Trade of the Maritime Provinces in August last, a strong resolution, calling upon the Dominion Government to reopen negotiations with Trinidad with a view to bringing about reciprocity, was unanimously adopted.

And from what we can learn Trinidad is by no means indisposed to having the question popped once more.

The Canadian commercial agent in Trinidad, Mr. Edgar Tripp,

in his report under date of May 17, 1900, said: "That in intelligent circles throughout the colony the almost unanimous opinion is one of regret that advantage was not taken of the Canadian offer. And this feeling is accentuated by the general belief that we have sacrificed the substance for the shadow, and that the convention with the United States, which stood in the way, will never be ratified."

This report of Mr. Tripp's was, it will be observed, written before it was definitely known that the convention would not be ratified.

The statement that there is a sentiment in Trinidad in favor of closer trade relations with Canada is corroborated by Mr. Charles Pickford, one of the directors of The Pickford & Black Steamship Co., Limited, who is at present on a visit to Toronto. Mr. Pickford spends the greater part of every winter in the West Indies, and he states emphatically that there is a decidedly strong sentiment in Trinidad in favor of trade with the Dominion.

Neither the Government nor the business men of the United States who are interested in the trade with Trinidad are ignorant of the sentiment that is developing in favor of closer trade between Canada and the island in question.

The State Department at Washington is known to be strongly in favor of a treaty with Trinidad, and that the merchants of New York are in a similar position is evident from a petition which they have recently addressed to the State Department on the subject. Referring to the efforts that are being made to create a treaty between Canada and Trinidad, the petition in question says: "It is not too much to say that a large portion of the trade now possessed by the United States would be entirely destroyed to the great pecuniary injury of the undersigned petitioners."

That is how the New York merchants engaged in the Trinidad trade feel, and their anxiety should stir us up in this country to hasten the consummation of the reciprocal idea.

The trade of Trinidad is the most important of that of any other colony in the British West Indies, amounting, as it does, to about \$25,000,000, almost equally divided between exports and imports.

Canada and the United States are both in the race for this trade. The question is, Which will win? Canada, apparently, stands a better chance of winning than she did six months ago. But she cannot afford to pause.

## CEYLON GREEN TEAS IN CANADA.

**C**EYLON green teas are gradually coming into evidence on the Canadian market. Within the last twelve months one of the leading package tea houses has become an active dealer in those teas, and now several other houses are experimenting, with a view to placing Ceylon greens on the market in packets.

Several advance samples of Ceylon green teas have come to hand during the past week or ten days for Hamilton, Toronto and Montreal houses, and they are showing excellent quality.

The present is a particularly opportune time for Ceylon green teas, on account of the abnormally high prices which now rule for Japan green teas, to say nothing of unusually small shipments of the latter to Canada this year,



## GERMANY AND THE CANADIAN BUTTER TRADE.

THE United States vice-consul at Frankfort is endeavoring to induce the buttermakers of the country he represents to take a livelier interest in the German butter trade.

According to the vice-consul's report, the consumption of imported butter in Germany is increasing, the quantity imported during the first seven months of the present year being 8,098 metric tons, against 5,784 metric tons for the same period of 1899. Of the quantity imported during the seven months of the present year, Holland furnished 2,850 tons; Austro-Hungary, 2,476 tons, and Russia, 1,685 tons. A metric ton, it might be stated, is a little over 2,204  $\frac{1}{2}$  lb.

The report of the vice-consul should not be without some interest to butter exporters in Canada.

Germany ranks sixth among the foreign customers of Canadian butter. But, notwithstanding that, we send to Germany alone double the quantity of butter that the United States exports to all countries.

During the fiscal year ending June 30, 1899, Germany took 84,552 lb. of Canadian butter, valued at \$12,384, while the total exports from the United States to all countries during the last fiscal year were only 42,034 lb., valued at \$7,723.

Although the exports of Canadian butter to Germany during 1899 were smaller than during the preceding year they were much larger than they were some years ago. This is shown by the following table:

|           | Quantity<br>in lb. | Value. |
|-----------|--------------------|--------|
| 1895..... | 5,338              | \$ 207 |
| 1896..... | 49,072             | 9,370  |
| 1897..... | 41,752             | 8,513  |
| 1898..... | 117,473            | 17,754 |
| 1899..... | 84,552             | 12,384 |

In 1894 no butter was exported to Germany from Canada, and in 1899 the quantity sent there from this country increased about sixteen-fold, compared with that of 1895.

The United States vice-consul in the report referred to says he sees "no reason why the United States should not supply the market here (Germany) with this commodity (butter) as it does with lard, meat, and grain."

If he sees no reason why the United States should not supply the German market with butter, there ought to be no reason why Canada should not be able to contribute, at least, a larger quantity than she now does.

## ADVANCE IN THE PRICE OF APPLES.

THE competition among the Canadian apple exporters seems to be as keen as ever in spite of the immensity of the crop that will be gathered this year. When the first estimate of the world's crop of apples was made, buyers throughout the country began to bargain for apples on the 40 and 50c. basis.

The shipments of fall apples to Great Britain have proved so satisfactory that the price paid to farmers has now been run up to 65, 75 and 85c., and, in some cases, we have heard that the dollar limit has been reached for fruit on the tree.

Besides the profitable shipments made to Great Britain, the fact

that the crops of the United States and Canada have been over-estimated is also working with a "bullish" effect. In addition, the quality of the fruit is proving to be very fine; much better, in fact, than last year's.

It is to be hoped this advance will not lead to a demoralization of the market. Packers throughout the country should be more careful than ever in safeguarding the quality of the fruit. Only the highly-colored varieties should be exported, for inferior qualities will not bring any higher prices than the continental domestic article.

## A WARNING TO PACKERS OF GALLON APPLES.

A REPORT is current in Great Britain that Canadian canners of gallon apples are putting up windfalls. THE CANADIAN GROCER has investigated the matter and finds that there is some truth in the report. Windfalls are being packed, but there is nothing unusual in that. And those who are in a position to know state that a windfall is just as good as a hand-picked apple for canning purposes, as long as proper selection is made. It is not, therefore, as to how the apple is taken from the tree that determines the quality of the canned article; it is this: Is it good? And, being good, is it properly put up?

While there are, undoubtedly, canners in Canada who put their gallon apples on the market in first-class condition, there are others who do not. And, when there are so many windfalls as this year, there is only so much more opportunity for careless and inefficient packers to ply their trade.

The gallon apple trade of Canada must depend, for its maintenance and expansion, upon the foreign market. The home demand for such goods is insignificant.

At present the gallon apples put up in the United States possess a higher reputation on the British market than do those put up in Canada. It should not be so. If we are to compare the quality of the apples of the two countries in their natural state the superiority is undoubtedly with those of Canadian growth. Actual competition has proved this time and again.

This superiority is, of course, due to climatic conditions, the weather in Canada being more conducive to richness in flavor, which, and not the size, is the most essential qualification in an apple.

If, then, Canadian gallon apples suffer in the British market in comparison with those from the United States, it is obvious the cause is not with the fruit, but with the canner.

If, then, Canadian gallon apples are to secure that high position on the British market that the quality of green apples warrants us in expecting, it is clear that those who put them up should aim at a higher perfection and spare no pains to secure it. And we are so convinced as to the importance of this that we have no hesitation in urging the Dominion Government to provide the ways and means for the inspection of gallon apples intended for export. The British people are most particular in regard to food products, and it is important that we should not offend their sensibilities, as there is evidently a danger of doing, while we give license to indiscreet canners.



# THE GOODS A GROCER HANDLES.

HOW SOME OF THEM ARE GROWN OR MADE.

THE grocer is the natural authority on the quality, characteristics and derivation of the goods he sells. His customers look to him as one who is sufficiently posted on all matters concerning the goods on his shelves to be the best judge of their comparative worth. Consequently, the grocer who can, when asked, give his customers a more or less complete history of his wares wins their confidence and respect much more readily than he who considers it his duty merely to buy and sell.

Many grocers and more clerks are in this latter class. Some have made a study of their business. Others would like to, but have not had the opportunity. To such the following items concerning goods nearly all grocers sell may be of interest:

## ALUM.

Alum, which, as an ingredient in baking powder, is causing a controversy in Canada just now, is a combination of sulphate of potash or ammonia with alumina. It is produced from shale in nearly all countries. It is astringent. This power to contract animal fluids and tissues makes it valuable as a gargle or for an injection. It is used to whiten tallow and for clarifying liquors. Ground alum is often used by bakers to make white bread from dark flour and in baking powders to help keep them dry and fresh in appearance.

## ANCHOVIES

are delicious, bony fish from four to six inches long. They are caught in the Mediterranean. They are shipped in small kegs to Great Britain, where they are prepared for market in small bottles. As many inferior fish are sold as anchovies every grocer should be able to tell the real from the substitute. It can be easily distinguished by its large silvery scales, its pink, salmon color, and by the fact that the fins on the side are much nearer the head than the fins on the back. Anchovy paste is used as a relish. Anchovies were the basis of the old Roman sauces, but most of the so-called anchovy sauces of to-day are made from cheaper fish.

## CHICORY

is the white, milky root of a plant known as the wild endive. It is cultivated in Holland, Belgium, France, Germany and England. The roots are large, fleshy and carrot-shaped. When dug up in August or September, the roots are washed out into small pieces and dried until about a quarter of their original weight. They are then roasted with a little oil to prevent burning

and ground into powder, when they are ready for mixing with coffee.

## CHOCOLATE

was first introduced to Europe by Humboldt, who found it in common use as a beverage by the Aztecs of Mexico when he conquered that country. It is now one of the popular beverages of Europe, and as a flavoring it ranks second to vanilla. It is prepared from the roasted seeds of the cocoa tree mixed with sugar, sago, potato-flour, corn-flour or some similar farina.

## CINNAMON

is a native of the East Indies, China and Japan. The cinnamon of commerce is the bark of the cinnamon tree, which is one of the wonders of nature. Beside the valuable properties contained in the bark, there are the buds, known as cassia buds, which are so rich in flavor. An oil, similar to clove-oil, is made from the leaves. Camphor is derived from the roots and the fruit yields an oil, called cinnamon suet, which is highly fragrant, and in Ceylon was formerly made into candles for the exclusive use of the king.

## CLOVES

are the dried, unopened flowers of the clove tree, which is now cultivated in several tropical countries. About four-fifths of the world's supply comes from East Africa, the city of Zanzibar being the great centre of the trade. The principal method of adulterating cloves is to include an excess of stems, sticks or stalks, which contain very little virtue.

## COCOA, THE BEVERAGE.

is made from the berries or seeds of the cocoa, a tropical evergreen tree. The berries are harvested twice a year, in May and October. When gathered, they are conveyed to the "sweating-house," where they are submitted to a process of fermentation for from 4 to 10 days. This improves their taste, and gives them a fine, rich appearance. The process is completed when the pod falls off the bean, which is the cocoa of commerce. They are then dried in the sun, and shipped in bags of about 100 lb. each. These kernels or beans are, in this state, capable of yielding genuine cocoa. But, as this product is rather too rich, and is hard to cook, it is principally sold in the manufactured state. The variety in quality and price is largely due to the proportion of cocoa beans used as compared with the amount of inferior materials. As it lends itself easily to

adulteration, the retailer should be careful to avoid new brands, when the special advantage claimed for them is their low price.

## CREAM OF TARTAR.

Cream of tartar comes from a source that would be guessed by few. It is a product of the grape, being the powdered crystals that form out of boiling argol, which is a deposit left during the process of fermentation necessary in wine-making. It is chiefly produced in Italy, France, Spain and Portugal, but in recent years has been largely made in Germany and England, where it is sold at a guaranteed percentage of bi-tartrate of potash. It is sometimes adulterated with fine, granulated rice. This may be discovered by stirring half a teaspoonful in a large cup of boiling water, which, when poured into a glass tumbler, will show clear if pure, and milky if adulterated.

## GINGER

is obtained from the knotty, fibrous roots of a reed-like plant, cultivated in several tropical countries, especially in Jamaica. Preserved ginger is made from roots taken from the ground early in January when they are five or six inches long and quite succulent. The dry gingers are dug up a few weeks later when the roots are firm and fibrous. The black whole ginger is made from the older, inferior roots by scalding them in water and drying in the sun. The best and soundest roots are made into whole white ginger by scraping off the outer dark-colored part and then drying without scalding. The finest whole ginger is new, dry, plump, heavy, white in color and chalky or crumbly in texture, but without worm holes.

## MACARONI

is produced from wheat flour made into a thick paste with a little water, and forced through a mould which forms it into long tubes. It is a favorite dish in all civilized countries. The story of its origin is interesting. Centuries ago a wealthy Palermitan noble owned a cook who, in addition to being an expert in his own profession, was an inventive genius. One day in a rapture of culinary composition, he devised the farinaceous tubes now so much used, and the succulent accessories of rich sauce and grated parmesan, familiar to those who have partaken of macaroni al sugo. Having filled a large china bowl with this delicious compound, he set it before his master—a gourmand of the first water—and stood by,

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in deferential attitude, to watch the effect of his experiment. The first mouthful elicited the ejaculation "Cari!" or in English "excellent" from the noble epicure. The next mouthful caused him to exclaim "Mac cari!" or "excellent, indeed!" Presently the flavor of the toothsome dish grew upon him, his enthusiasm increased, and he cried out, in a voice tremulous with emotion, "Macaroni!" "Indeed, most supremely, sublimely and superlatively excellent!" In paying this tribute to the merits of his cook's discovery he unwittingly bestowed a name upon that admirable preparation which has stuck to it ever since. Macaroni is made in Italy and France, the best of it coming from the former country.

MUSTARD.

The use of mustard, powdered in its present form, originated in Durham, Eng., about the year 1720, where it was prepared on a small scale by an old lady named Mrs. Clements, who kept the secret of its manufacture to herself—grinding the seed in a mill and sifting it—for several years. She visited London and the principal towns in England twice a year, thus founding the reputation of "Durham Mustard." Mustard is made from a mixture of different kinds of mustard seed, white, black or brown in color, and with or without the addition of other ingredients, such as wheat flour, turmeric, cayenne, etc. It could be made from white seed alone, but, as the brown and black seeds only possess the oil yielding the piquant flavor which is so much esteemed, a mixture is necessary to produce the finest goods.

NUTMEGS AND MACE.

The nutmeg is the kernel of the fruit of the nutmeg tree. (Mace is the covering around this kernel.) The tree, which resembles in shape and size the pear tree, yields about 10 lb. of nutmegs and 1 lb. of mace each year under ordinary circumstances, but it is said it will produce 10 times that amount when highly manured. Nutmegs are liable to attacks of insects. These can be got rid of by exposing them on sieves to the fumes of burning sulphur in a close vessel. The substitutes which have been most often sold as nutmegs are made of wood or of a paste made of flour, oil and nutmeg powder. Most of the nutmegs used in Canada come from the West Indies.

OLIVES

are the unripe fruit of the olive shrub, which is cultivated all around the Mediterranean and in South and Central America, Mexico and California. The general method of pickling is to gather the olives young, soak them in strong lye or lime water to render them mild and tender to the taste, and afterwards to soak them several times in clean water during a week or so. Then

they are pickled in salt and water to preserve their green color, being seasoned with cloves, cinnamon or other spices. In many countries olives, both dried and pickled, are eaten before meals to create an appetite, but in Canada they are partaken of mainly at dessert to restore the palate and aid digestion.

PEPPER.

is a general term used for various hot, pungent and aromatic pods, berries, fruits or seeds obtained from the "Piper" species of plant. In the Middle Ages all imported aromatic spices were designated pepper. The natural family of the plant is now known to be limited to four plants only, of which the black pepper, the long pepper and cayenne pepper are the only kinds in general domestic use. From the black pepper berry or seed white pepper is produced, by taking off the husk before grinding. Black pepper is more pungent than white, on account of the acid resin, known as piperine, and a volatile oil contained in the skin or fleshy part. Ground white pepper is frequently adulterated with linseed meal, flour mustard husks, ground olive stones, ground rice, ground long pepper, and even by sand and clay.

PRUNES AND PLUMS.

Or to be more specific, they should be defined as the Julian variety of the common plum, dried whole, either in the sun or by artificial heat, without fermenting at the pit. Prunes are prepared in all countries on the Mediterranean and in California. In preparing prunes, the fresh-gathered plums are dried first in the sun till soft, spread on hurdles, and then placed for about 24 hours in a slow brick oven. After cooling, they are put in a warmer oven, and again a third or fourth time, till sufficiently dried. All surplus moisture has to be extracted from the fruit before it is packed, or it will mould in the packages.

RICE,

which is the staple food of China, Japan, Burmah and Siam, and second to millet in India, is the grain from a plant which resembles the oat plant in shape and color. It is common as grass in many wet, marshy, tropical countries, but has been cultivated in India and China from time immemorial. After the seed is sown, the land is flooded with several inches of water, which remains until the plant sprouts. Two crops are obtained each year. A great deal of it is shipped in the husk, when it is known as "paddy." This is husked by machine. Intoxicating liquors are made from rice in China and Japan. It is also used to some extent in British distilleries.

SAGO

comes from the mealy trunk pith of various

low palm trees, which grow in India, China, Borneo, Sumatra, Singapore, etc. The tree grows about 25 feet high. When about 15 years old, just before it flowers, it is cut down, and the soft spongy pith extracted from the trunk. Each tree yields from 300 to 1,200 lb. It is granulated by adding water and pressing through a strainer.

TAPIOCA

is derived from the large, tubrous roots of two species of South-American manioc plants, the sweet cassava and the bitter cassava. The roots resemble large parsnips. When the rind is taken off they are grated into a pulp. They are then subjected to pressure under water until all the juice or starchy matter settles to the bottom of the water, when it is removed, roasted, and finally dried on hot plates, where it separates into a sort of white powder called tapioca flour. It then consists of small irregular granules, some of which burst and form into lumps. It is sifted into several grades, known as small, medium, bullet and flake tapioca.

HINTS TO BUYERS.

Contributors are requested to send news only, not puffs of goods they handle, or the arrival of standard goods that everyone has in stock, or that they are offering goods at close figures, or that they have had an unusually large sale this season.

L CHAPUT, FILS & CIE are expecting a large consignment of Dandicolle & Gaudin's table delicacies to arrive soon. Griffin & Skelley's dried fruits are now in stock.

"Imperial" matches, the big 5c.-box, may be had from The Eby, Blain Co., Limited.

A fine range of canned fruits, domestic and imported, is in store with The Eby, Blain Co., Limited.

A. F. MacLaren Imperial Cheese Co., Limited, Toronto, are offering a special cheese and butter tester cheap.

The Eby, Blain Co., Limited, have received their second shipment of Malaga raisins, in boxes, and quarter flats.

A full supply of MacWillies' "Home Industry" preserved fruit, in glass, is in stock with The Eby, Blain Co., Limited.

Eleme figs, choicest table quality, in boxes of from 5 lb. to 28 lb., are offered at close figures by The Eby, Blain Co., Limited.

A. F. MacLaren Imperial Cheese Co., Limited, Toronto, are receiving a large consignment of Roquefort, Gorgonzola, and Swiss cheese.

Condensed mince meat, in cartons, bulk mince meat, in 1-lb. and 4-lb. tins, and 5-lb. drums; also in 12-lb. and 27-lb. pails and 65-lb. tubs, is selling freely with The Eby, Blain Co., Limited.



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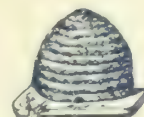
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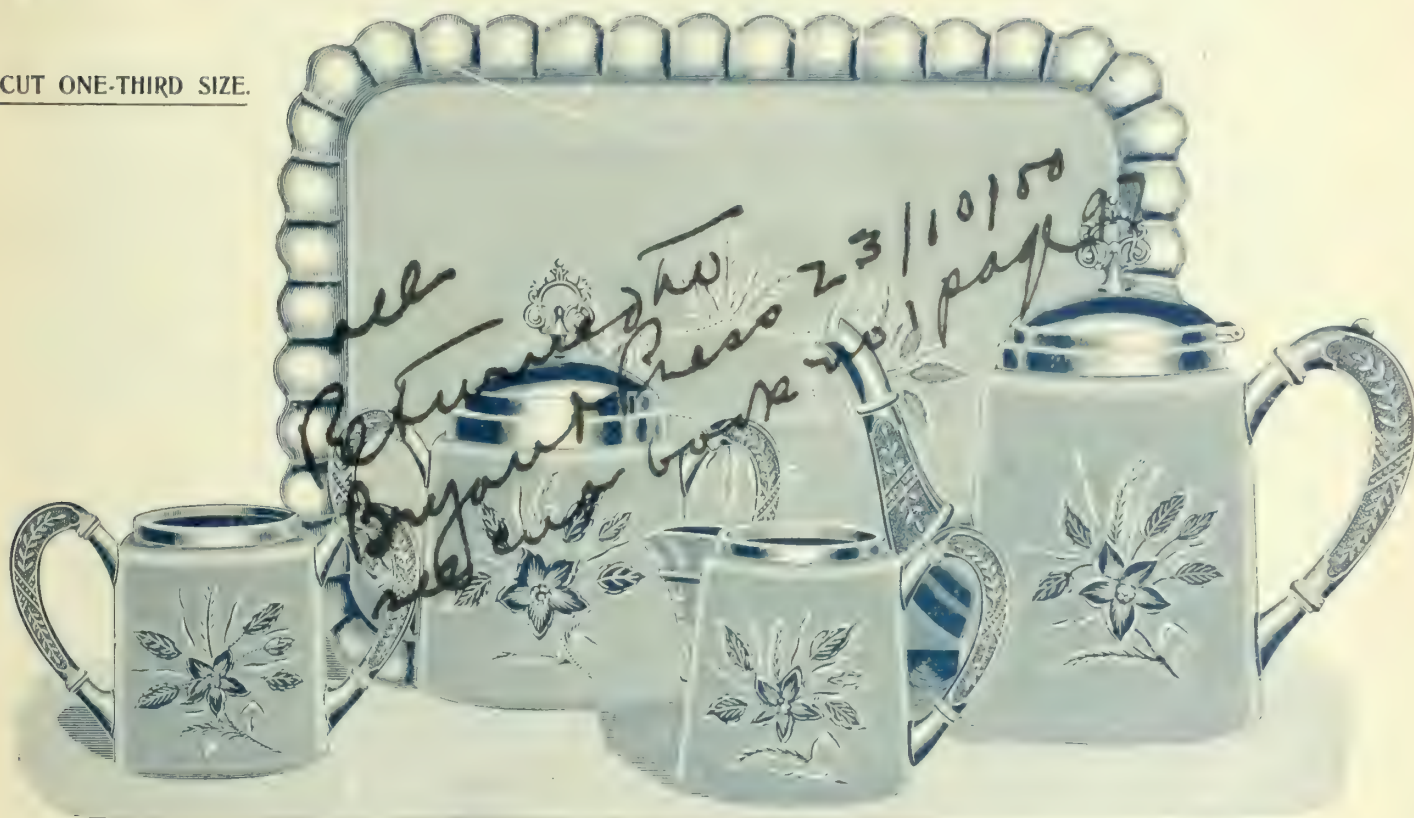
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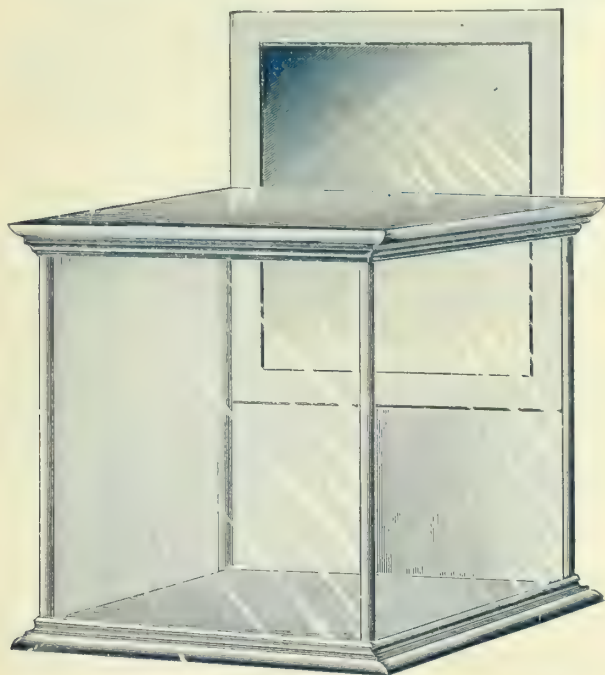
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CHEWING GUM IN TIME OF WAR.

AS the ultimate success of any article depends on its ability to stand a crucial test the manufacturers of Adams' "Tutti-Frutti" gum have good reason to expect their business to continue to develop as it has in past years. Among athletes a good gum has long been recognized as valuable for its thirst-allaying properties and by many of the medical fraternity it has been admitted to be a good aid to digestion. Still, many have been unable, or unwilling, to see real value of any nature in gum. For this reason the victory that Adams' "Tutti-Frutti" has scored in South Africa is well worthy of note. The manufacturers, in their confidence of its true worth, presented the Red Cross Society with 4,000 boxes for the use of the troops on the march. The story of some of the brilliant marches of our troops has not failed to please not only Canada, but the Empire, for all have recognized the sturdiness of the young men who represented this country in the Transvaal.

Col. Otter, when in Bloemfontein, after the stirring events which preceded his arrival there, wrote to Mrs. Fitzgibbon, secretary of the Red Cross Society, Toronto, as follows: "I must not delay in conveying to you our most sincere and hearty thanks for what will be a most acceptable gift, this 4,000 boxes of what was a once very much despised article, but now a highly-prized one—Adams' 'Tutti Frutti' gum. I shall, on its arrival, keep it carefully for issue on our next march." A couple of months later, Col. Otter wrote to the Adjutant General, Ottawa, as follows: "Referring to your memo. of May 30 last, respecting the efficacy of the 'Tutti Frutti' gum presented by the Messrs. S. T. Britten & Co., of Toronto, for the use of the battalion under my command in South Africa, I have the honor to report that the experience of our men has been entirely favorable to its use as a means of allaying thirst, and

has, therefore, been of material benefit to them on more than one trying march."

Last year five of the largest gum manufacturers in the United States and S. T. Britten & Co., Toronto, were amalgamated under the style of The American Chicle Co. Instead of, as many of the combines did, reducing the number of their factories, this company have increased theirs. S. T. Britten, formerly of Toronto, went to San Francisco, and has opened a branch there, his former partner, J. A. Phin, assuming control of the Canadian business.

The writer had an opportunity this week of examining the process of manufacture. One taking such a trip comes away with all prejudice against gum on the score of what it is made of and how it is made completely gone. The factory is kept spotlessly clean, and the workers have to do the same. The ingredients are simply chicle, sugar and flavoring extracts. The process of manufacture is evolved, as every particle of grit and dirt has to be removed; but by the establishment of a thorough system in all departments the cost of production has been reduced to the lowest basis. When one sees how good gum is made he understands why its use has grown so rapidly, in spite of all prejudice or opposition.

A BUSINESS CHANGE.

Mr. J. H. Simpson, the well-known Paisley street grocer, has sold his retail business to Mr. Sanford Platt, formerly of Wallaceburg, who takes possession immediately. It is Mr. Simpson's intention to go into the wholesale grocery business in Guelph with R. Simpson & Co., the present wholesale tea and coffee house. Mr. Simpson has conducted a retail business in this city for the past 14 years, and during that time has obtained an excellent reputation for fair dealing and upright business methods. With commendable enterprise he has built up a first-class trade, and the energy which has accomplished this result

will doubtless cause continued success in the new line in which the firm is about to embark. Mr. Platt, although a stranger in Guelph, comes highly recommended, and, with an experience of over 12 years in the grocery business, will no doubt be able to give all the old customers of the store, and many new ones, every satisfaction. Messrs. R. Simpson & Co. are at present arranging for larger premises in which to continue business.—Guelph Mercury.

HOME-MADE MINCE-MEAT.

It is a notable fact that successful manufacturers of practically every article used as a food emphasize the habit of cleanliness in the production of their goods. In speaking of the rapid growth in the sales of his home-made mince meat in recent years Wm. Neilson, Toronto, gave as the reason for the development, that 10 years' experience had taught him to use only first-class goods, how to blend them properly and to keep as near to the point of perfection in cleanliness as possible.

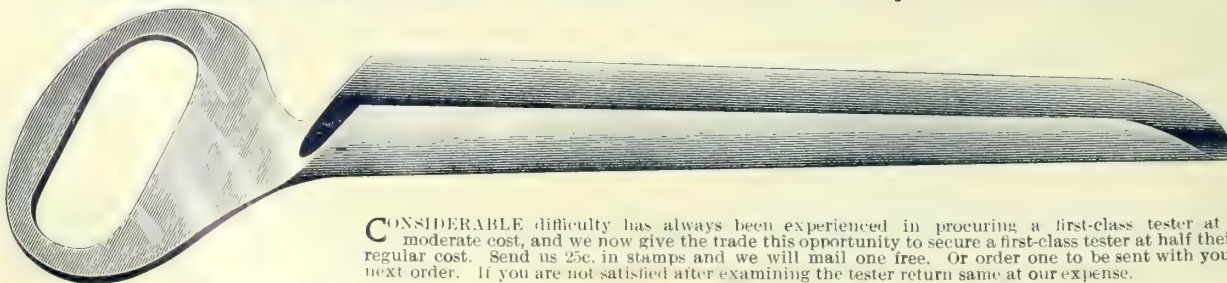
LAMPS FOR GROCERS.

Lamps are a line of goods that are largely handled by grocers and general merchants. In order to keep a well assorted stock it is necessary to deal with a wholesale house that carries full lines. The Rochester Lamp Co. of Canada, 24 Front St. West, Toronto, is a firm of this kind, according to its advertisement which is printed on page 145. Besides lamps for all purposes, they have in stock oil parlor heaters. The company solicits correspondence.

NIXEY'S BLACK LEAD.

Nixey's refined black lead, blue, knife polish and other similar lines are goods which have a reputation wherever the English language is spoken. It will be gathered from the firm's advertisement, on page 99, that it is the purpose to make these goods even better known in Canada than they are at present. The firm is also noted for the beauty and variety of its showcards, samples of which can be obtained by addressing W. G. Nixey & Co., 12 Soho Square, London, England.

CHEESE AND BUTTER TESTERS, 25c. EACH.



CONSIDERABLE difficulty has always been experienced in procuring a first-class tester at a moderate cost, and we now give the trade this opportunity to secure a first-class tester at half their regular cost. Send us 25c. in stamps and we will mail one free. Or order one to be sent with your next order. If you are not satisfied after examining the tester return same at our expense.

A. F. MacLAREN IMPERIAL CHEESE CO., Limited, 51 Colborne Street, Toronto, Canada.

"RODERICK DHU"

HIGHEST of the HIGH GRADES
of SCOTCH WHISKIES.

500 Cases now landing, ex Donaldson Line Steamer "TRITONIA."
500 Cases to follow, beginning of November.



"BYRRH"

THE BEST APPETISER KNOWN.

"BYRRH" has a clean dry taste, is but moderately alcoholic, and is, in every respect, vastly preferable to the horrible decoctions at present resorted to by men in search of an appetite.

ONLY IN BOTTLES. Cases, 12 Litre Bottles.

400 Cases, ex Steamer "OVIDIA," of the Compagnie
Franco Canadienne.



Boutelleau & Co., Cognac,

FINE BRANDIES.

Hudon, Hebert & Cie., Montreal

Sole Agents for Canada.

A PLACE WHERE BISCUITS ARE MADE.

THE manufacture of biscuits and confectionery in Canada is growing.

People are now realizing that the manufacturer can make biscuits more cheaply than any housewife; he can buy his flour, his glucose, his sugar, his coal, and, indeed, all his raw materials in large quantities at reduced prices, he can secure the latest machinery and reduce the cost of mixing and boiling and cooking to a minimum, he can make use of the highest skill obtainable; in short, he can specialize in baking as he can in making cloth. As the housewife realizes this, she is paying less attention to the kitchen and more to the grocery store. "Cookies," in the sense of the word of 20 years ago, are disappearing from the list of kitchen products, and taffy is now made in the home only when some old-fashioned Hallowe'en party is on. So candy and biscuit manufactories are growing.

One of the concerns in question is The Lang Manufacturing Co., which moved into large new premises at St. Henry, Montreal this spring and are supplying the Christmas trade from their new quarters.

This firm was established in 1886, and till this spring did business at St. Monique street, Montreal. But their trade has grown to such dimensions that they have been compelled to erect an entirely new factory, which gives them double the capacity they had last year. And yet they have worked overtime all summer, and are employing 175 to 200 hands.

The factory is on St. Elizabeth avenue, and is a fine brick structure of four storeys and a basement. The main building is 215 x 60 ft., while the right wing, which is a separate building, in which the baking is done, is 60 x 130 ft. The engine and boiler house is outside, while about 100 yards to the rear is a brick house, in which the caretaker lives, and in which paper boxes are made. A railway siding runs into the yards. The area of the ground used is about 55,000 square feet.

The baking department is on the first floor in the right wing. A 60-ft. traveling oven, of English manufacture, has just been installed, and is cooking 30 barrels of biscuits a day. In addition are two reel ovens. On the same floor in the main building are commodious offices, to the right of the main entrance. On the other side is a large stock-room, well filled. On the second floor, above the baking department, are the biscuit mixing and icing departments. In the main building are the

candy wrapping and packing departments, and, separated off by partitions, are cloak-rooms. On the third floor are the candy boiling rooms, pan room, jap department, boiling machines, caramel cutting departments, pulverizing sugar, peppermints and lozenges departments.

On the fourth floor are made high-class candies. Here are to be found the gum, cream, and chocolate departments, with a hot-room for drying gums, creams and marshmallows. Throughout the building the latest improved machinery has been installed, chief among which are two chocolate dipping machines for which The Lang Manufacturing Company have the patent for the Province of Quebec.

Much more could be said about the marvels of the establishment but space forbids. The proof of the efficiency of the establishment is in the selling and eating of its products. Fourteen travellers are now scattered all over Canada, and the success with which they are meeting shows that they are representing a firm fortified with experience and reputation.



The officers of the company are: President, Mr. H. H. Lang; Secretary-Treasurer, Mr. Jas. Lang.

AN IMPORTANT AGENCY.

THE granting a Canadian agency for the whiskies of Ainslie & Co., Leith, Scotland, means an important addition to the business of Chaput, Fils & Cie, Montreal, who have been entrusted with the charge of introducing them upon this market. The Clynelish distillery of this firm produces one of the finest Scotch whiskies made.

The Duke of Sutherland established the concern as far back as 1819, and for fifty years it was in the hands of George Lawson & Sons. The whisky has long been sent out to private customers all over the United Kingdom, while it has also commanded a valuable export trade. The demand for

it in that way has been so great that the proprietors were for many years obliged to refuse orders. In 1896, the valuable property passed into the hands of Ainslie & Co., of Leith, and since completing the purchase, they have received orders which they had to decline till they increased their capacity to 60,000 gallons annually. The holdings of old makes now in the distillery butts are said to be very valuable.

L. Chaput, Fils & Cie are to be congratulated upon securing such an important agency.

WRAPPING PAPER FOR GROCERS.

IT has ever been admitted that one of the necessary features of successful retailing is having in stock the goods wanted by one's customers. The same necessity is noted in a jobbing business as in the retail way. In speaking of the growth of their business, Douglas & Ratcliff, paper dealers, Toronto, stated, the other day, to THE CANADIAN GROCER, that they owed their success largely to their making a study of the retailers' needs in wrapping papers, bags, etc.

"What is wanted in a wrapping paper," said F. L. Ratcliff the junior partner, "is attractive appearance and good strength, and the weight should be the least possible so long as the strength is not impaired. To supply papers that possess these characteristics in the highest degree necessitates a constant increase in the range of wrapping papers carried in stock."

"And our business has increased because we have kept supplied with newest ideas and have introduced the most suitable lines," added Mr. Douglas, senior partner of the firm.

"Paper bags," continued Mr. Ratcliff, "receive little attention from many dealers. Yet there is reason why attention should be given to them. In selling by weight a bag should be heavy enough to affect the scales, and thus pay for itself. In selling by the number or amount the bag should be light and strong. We have introduced a heavy bag at an ordinary price which is meeting with great favor, for holding sugars, cereals, etc.

"In twine, too, we have lately secured a line that is likely to become popular. It is a line of cotton twine in variegated colors, sold on spools instead of balls. This makes a daintier twine for small parcels than the ordinary white twine, and is handier on spools than in the ball-shape."

"It takes time and trouble to introduce new lines which are an improvement on the old," concluded Mr. Douglas, "but it pays well in the end."

F. W. Brenton & Son

EXPORTERS

DAIRY PRODUCTS

Correspondence Solicited.

Belleville, Ontario, Canada.

P. O. BOX 76.

HERE'S AN OPPORTUNITY

make friends and money during the coming FALL and WINTER season, particularly at CHRISTMAS TIME:

ORDER

a good supply of **WETHEY'S CONDENSED MINCE MEAT** and make an attractive display of it in your window. This will arrest the attention of all passers by, because they all want mince pies now, and your **TIMELY** hint will reap good results.

GIVE THIS SUGGESTION A TRIAL.

WETHEY'S CONDENSED MINCE MEAT is the purest, cleanest and most delicious made in Canada, the United States, or any other country. That's the reason the housewife prefers it to all others.

Sold by all leading wholesalers and manufactured by

J. H. WETHEY, St. Catharines.

IT IS EASY TO BUY BUT NOT SO EASY TO
GET THE BEST VALUE—

The OZO Co.

Limited

carry a large assortment of

Indian and Ceylon Teas.

We shall be pleased to forward samples at any time.

MONTREAL—

The OZO Co., Limited.

Why it Sells in the Fall..

*If you have
not seen
our great
advertising
offer, we
will be glad
to send you
a copy.
It helps to
advertise
YOUR OWN
business.*

Pratts Food sells in the Fall and Winter, because it makes Hens lay early and continue laying regularly throughout the cold Winter months ; it fattens quickly the Thanksgiving, Christmas and New Year Turkeys ; it makes them grow larger and they are better eating.

It makes Hog Killing time profitable, because the pigs fatten faster and are much larger than ordinary fed Hogs, and as they are kept free from disease, the meat in consequence is far more juicy and tender.

It helps Cows during the changeable weather from Summer to Fall. It increases the Milk during the cold weather ; it produces more butter, and fattens Cattle for killing rapidly.

It helps Horses during the Fall and Winter weather ; the hard tough pulling during the snowy season is not felt by them when fed Pratts Food constantly. It cures and prevents Coughs, Colds, Pneumonia, etc., etc.

Sheep are better able to stand the test of Fall and Winter, they grow larger and their meat has a better flavor. A Sheep in good condition always produces more and better wool.

Make Money by remembering to tell this to all your patrons, it will give them confidence in your recommendations, and your fair square manner of dealing with them, by telling them frankly of that which will pay them to use, as well as pay you to sell.

Spring and Summer have their invaluable uses for Pratts Foods, but do not lose the opportunity of pushing it strong during the Fall and Winter months.

LOOK OUT FOR
"Just as Good Foods,"
and Imitations of Pratts.

Did you ever know an Imitation to be
as good as the article it imitates?

ROBERT GREIG & CO.

Toronto.

"High Grade Foods."



Bayle's *Spanish Salted Peanuts.*

$\frac{1}{2}$ -lb., 1-lb., 5-lb., cartons. Just the thing for afternoon teas, etc.

Bayle's *Potted Cheese.* $\frac{1}{2}$ -lb., 1-lb., 5-lb. jars.

Bayle's After Dinner Cheese.

Bayle's Devilled Cheese.

Made from the choicest old cheese. Only the finest and best condiments used in its preparation.

Stimulates the appetite. Promotes digestion.

Bayle's *Horse Radish Mustard.*

The original and genuine. Double the strength of other so-called horse radish mustards. Does not get dry. Flavor improves with age. Packed only in our self-sealing $\frac{1}{2}$ -lb. and 1-lb. jars, two dozen jars in a case.

Bayle's *Tobasco Pepper Sauce.*

In 2-oz. bottles, with metal top and squirt. One dozen in a box.

Tobasco Pods in Vinegar.

In $\frac{1}{2}$ -pint bottles, with metal top and squirt. Can be refilled with vinegar 25 times before exhausting the flavor and strength of the Tobasco pepper pods. One dozen in a case.

Bayle's *Pickles, Sauces, Catsups, Radishes, Salad Dressings, etc.*

THE FINEST MADE.

"Quality is the Test of Cheapness."

G. A. Bayle,

ST. LOUIS, Mo.

Agents in
Canada:

Robert Greig & Co.

TORONTO.

THE BAKING POWDER DISPUTE.

A DISCUSSION OF ITS DIFFERENT PHASES.

BREAD has formed the principal part of man's diet for ages, but the cooks have not yet decided what ingredients should be used to produce a wholesome article. Of course, we Canadians have shown the world what flour should be used; Manitoba wheat flour stands without a rival. But what baking powder should be employed is the subject of much discussion. We do not propose to settle the question here, but a brief summary of the arguments of the debaters of the question might prove instructive to merchants who handle the article.

CHARACTERISTICS OF BAKING POWDER.

Baking powder is a compound used for raising bread, or other leavened food. The object attained by the use of baking powder is aeration. Substances are put into the dough to produce carbonic acid gas, which, when liberated in the form of bubbles, causes the dough to rise until it reaches a proper spongy character, at which time it is ready for the oven. It shields the boarder from getting a stone when he asks for bread. Baking powder is simply a substitute for yeast, which requires warmth and time to act sufficiently.

THREE KINDS OF BAKING POWDER.

There are three kinds of baking powder sold to-day. These are alum and alum phosphate powders, which aggregate, probably, 80 per cent. of the total sales; cream of tartar baking powders, which rank next in importance, and, finally, phosphate powders, which are sold only to a very limited extent. The alum baking powders are sold from about 10 to 25c. a pound; the cream of tartar at 50c. a pound. The leavening power or efficiency of the former is double that of the latter. Consequently, the economical housewife buys the alum powder. But the cream of tartar baking powder manufacturer says she pays more than the difference in doctor bills, and the Canadian Government is even now threatening to prohibit the sale of the alum powders.

ALUM BAKING POWDER

is produced by mixing bicarbonate of soda, or baking soda, with burnt alum, and then adding some inert substance, like starch, to give it bulk and defer chemical action between the first substances. When this powder is mixed with flour and water, and the mixture is kneaded and baked, the bicarbonate of soda and alum enter into chemical reaction and carbonic acid gas

is liberated. This leavens, lightens and aerates the bread, making it palatable and increasing its digestibility. In this process the alum is destroyed and the substances left are sulphate of soda and hydrate of aluminum. Charges have been leveled against the unwholesomeness of both of these by-products. Mr. McGill, of the Dominion laboratory, says, in Bulletin No. 68, that sulphate of soda is a "powerful purgative whose use cannot be conceived to be without injurious consequences upon the stomach and intestinal canals."

But sulphate of soda has created little discussion in comparison with that excited by alum and the other by-product, hydrate of aluminum, or, in the case of alum phosphate powders, aluminum phosphate. Alum, of course, is not healthy when taken in large doses. This has led to its being classed with arsenic in cases. Of course, such classification is absurd. Yet, if it is appreciably present in bread, it ought to be guarded against. Is it? We can hardly think so, else the cream-of-tartar men would have some examples of its effects to lay before us. As it is they have none. A student of chemistry knows that

WHEN TWO SUBSTANCES REACT

the reaction is not so complete that there are no traces of the original substances present. So there must be some alum in bread, as Mr. McGill points out, even if it cannot be easily found. But the amount is so small that it hardly merits consideration, when one considers that it is taken in small doses as a medicine. It is given to children, it is used by men to stop a razor cut, it is blown down throats in cases of relaxed uvula. Like alcohol, it means death if taken in large quantities, but in small quantities, even up to 20 grains, it cannot be considered seriously dangerous. Indeed, in some cases it is used for a purifying purpose.

THE OPINIONS OF CHEMISTS.

The other substance produced is hydrate of aluminum. Manufacturers of alum powders claim that this is insoluble in the digestive liquids, and that it passes from the body as inert matter. They assert that nothing has been adduced by any experiments to prove that the residual products of alum baking powder, which are left in the bread, produce any harmful or deleterious effects. On the other hand, Professor Ruttan, of McGill College, says that "the presence

of alkaline sulphates and of the pulpy viscid hydrate and phosphate of alumina among the other decomposition products is sufficient to explain the relative indigestibility of bread containing these salts." He says further that "while the effect of alum is to entirely prohibit fermentation, that of the products resulting from the use of an alum powder is merely to retard digestion, and not entirely to prevent it." J. West-Knights, F.C.S., says that "gluten, after treatment with alum or insoluble salts of aluminum, is less soluble than ordinary gluten in the gastric juice, by about one-half. Whether the alum is in a soluble or insoluble form seems to have no great influence in its effects upon the gluten. * * The extent of the injury may or may not be small."

Chemists and doctors equal in importance to these gentlemen assert the opposite, and challenge proof. To the statement that in a bread made with an alum baking powder, a certain amount of phosphates was rendered insoluble and incapable of assimilation, thus robbing our animal organism of an important form of nutriment, they advance the same argument. Reliable physiological proofs are wanting on both sides. Dr. J. L. W. Thompson, F.C.P. Lond., F.C.S., a well-known authority on physiological chemistry, states: "I have been frequently consulted on these questions by the board of health. In my opinion there is nothing injurious in the use of alum baking powder. It is perfectly harmless."

Tons of alum baking powder are sold every week, and no malady is known in conjunction with its use. It must appear that alum in food in diminutive quantities is not seriously injurious to health. Yet, to be impartial, we must quote a sentence of summary from the pen of Mr. McGill: "So that, if we overlook the possible presence of unchanged alum in the residues from use of an alum powder, and suppose hydrate of aluminum alone to be found as the result of the decomposition, we are yet forced to grant the harmful tendency of this residue, since the acidity of the gastric juice is sufficient to determine its reaction with the phosphates of our food."

ACTION OF CREAM OF TARTAR.

Now, let us look at the action of cream of tartar baking powder. When cream of tartar is mixed with bicarbonate of soda

The More Competition You Have

THE MORE ALERT YOU SHOULD BE TO
SECURE GOODS THAT WILL OVERCOME IT.

Never in the history of the Grocery business was competition so keen as it is to day ; there never was a time when the Grocer required to be so closely in touch with the wants of the public. The old saying : " These goods are good enough for me, I have always adhered to the same old style of doing business," has long since been relegated to oblivion, and a new order of things now transplants the old.

To keep abreast of competition to-day, the Grocer requires the choicest brands of goods that the markets afford ; at that he is only doing justice to his customers.

NOW,

we ask you to write us, to get samples from us and to make inquiries about the many special lines we handle. This will be a favor that we will appreciate ; we keep a staff for this purpose.

Write us to-day to send you samples :

OF MECCA COFFEE

OF CAIRO COFFEE

OF DAMASCUS COFFEE

OF SIRDAR COFFEE

OF ZACAPA COFFEE.

These are the goods that the public want. They will help you in your business, because they are the best goods that the markets afford.

Our special brands of Teas are equally meritorious :

RAM LAL'S PURE INDIAN TEA

RANGNUGGER

GOLDEN AGE

MASCOT.

All of the above brands are leaders, and of a quality that cannot be excelled.

James Turner & Co., Hamilton, Ont.

and a neutral filler, such as starch, a cream of tartar baking powder is produced. When this powder is mixed with flour and water, kneaded and baked, carbonic acid gas is set free to leaven the bread, and, as a side product, the tartrate of potash and soda, or Rochelle salts, is formed and left in the bread. Rochelle salts are well known as an old-fashioned medicament, once very commonly used, now not so much. According to Dr. Francis Wyatt, this is on account of its action on the kidneys and bowels. Some would have us believe that Rochelle salts are a cathartic, a medicine which so irritates the stomach and intestines that Nature sets up an inflammation and a sickness to expel it from the system, causing cramps, diarrhoea and dysentery, indigestion, dyspepsia and constipation. We have not seen any further evils mentioned! This just illustrates how far prejudices will lead opinion. Those who attack Rochelle salts seem to forget that Glauber's salts, or sodium sulphate, the by-product in the alum powder, is similar in its nature and has the same effect as the substance they attack. On the other hand, Mr. McGill attacks Glauber's salts, but says nothing about the effects of Rochelle salts.

NOT APPROACHING ANNIHILATION.

On the whole it does not appear that, as a race, we are approaching annihilation because we eat aerated bread. The evil effects of the by-products have been much exaggerated. The truth is that there are two groups of manufacturers fighting for the baking powder market, the fight is waxing keen, and they are resorting to the tactics of "throwing mud" at one another. Even the chemists and doctors cannot settle the matter. Till they do, would it not be well for them to carry on their discussions in secret, leave us free from the idea that we are indulging in poisons and happy in the notion that we can use either potion with perfect safety? E.H.C.

WILL MAKE WAX PAPER.

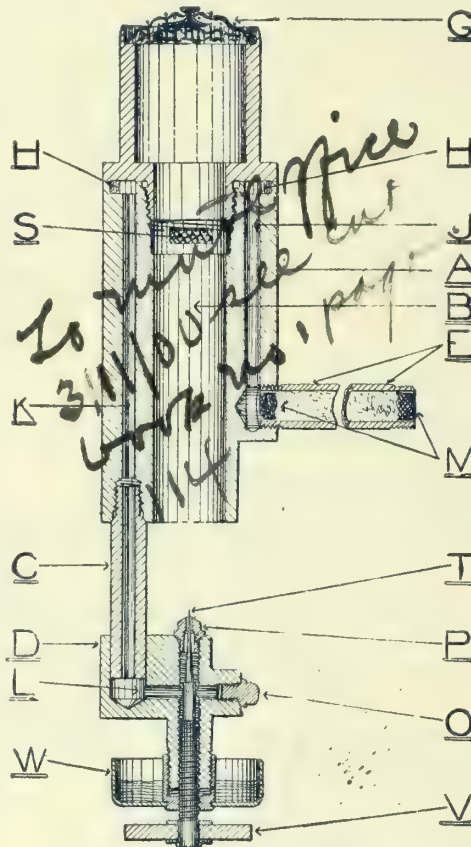
I. D. Bradshaw & Co., Toronto, have added to their chewing gum and pop corn business the manufacture of wax paper, having lately installed the most up-to-date machinery for the purpose. They are having a large demand for these goods. They offer one of their catalogues to any subscriber of THE CANADIAN GROCER who asks for it.

A STRIKING ADVERTISEMENT.

The writer of the advertisements of "Ram Lal's" teas generally succeeds in making his work effectual and attractive, but rarely has he succeeded in producing a more striking effect than in the firm's advertisement in this issue.

THE AUER GASOLINE LAMP.

THE general use of incandescent gas and electric lighting has been brought about by the constant demand for increased and cheaper illumination and consequently the inconvenient and in places of any size the dangerous oil lamp has been driven out of use. The smaller towns and country places, however, still continue to use this old system from force of circumstances. But The Auer Incandescent Light Manufacturing Co., Limited, Montreal, have lately placed a gasoline lamp on the market which, by reason of its strong light, extreme convenience and fine appearance, bids fair to make lighting even more



Mechanism of the Auer Gasoline Lamp.

brilliant and economical for out-of-town places than it is in the cities.

The Auer Gasoline Lamp is a nobby affair that gives 100 candle-power for each burner at half the cost of oil, acetylene, or incandescent electric light. It is claimed to be the only lamp giving 100 candle-power for 50c. per month, used three hours a day, and this reckoned on a high cost of gasoline. The strength of the light may be better imagined when it is remembered that the ordinary incandescent electric light is 16 candle-power and the usual oil lamp is even less. It is convenient because it is the only lamp that does not have to be taken down to fill, the reservoir being removable. It is also self-cleaning.

The idea of a lamp burning gasoline is

liable to frighten some people, but the absence of any attendant danger is proven by the approval it has secured of The Canadian Fire Underwriters' Association. The best of material and workmanship are employed and the makers will give satisfaction or refund the money. It is made in four styles, one to set on the table (\$7.50), one a bracket lamp (\$7), one to hang from the ceiling (\$8), and another with a double burner (\$11).

The accompanying illustration shows the mechanism of the generator and the progress of the gasoline from the reservoir to the burner tip. After leaving the stop valve on the fixture arm, the gasoline passes into tube E, packed with sand to act as a filter, held in position by gauge cups M, then into casting A, through channel J, into vaporizing chamber H, where the gasoline is vaporized by heat supplied from sub-flame burning at S, a feature of the lamp. The gas or vapor now leaves chamber H and passes through channel K to channel L, where it passes through needle hole in nipple P into tube B. Here it is mixed with air to secure a blue heating flame at gauze G. The size of the flame can be regulated by the needle valve.

Altogether it is a complete and ingenious arrangement that ought to come into use both in the home and place of business, particularly where a lamp must be used.

STOCK AND POULTRY FOOD.

From now until the spring storekeepers in towns and villages will have a greater demand for a stock and poultry food than for almost any other single line handled. There is no article sold that requires more extreme care in its selection than this does.

If a meritorious food is offered the goodwill of customers is gained, while custom is lost and ill-will earned quite as readily if an article is offered that will, in all probability, cause the loss of, or injury to, valuable animals or poultry.

Nothing encourages respect and good feeling toward a storekeeper so thoroughly as to help a customer when in trouble with sick or unprofitable live stock.

In this connection THE CANADIAN GROCER is glad to call the special attention of storekeepers throughout the country to the immense success attained by Pratts food, which many believe to be the best regulator for cattle and poultry that is sold throughout the civilized world. It is distinctly a high-grade preparation, and the large and growing business in Canada is ample evidence that Pratts foods are meeting with the success in this country that their merit justifies.

The Leaders of all English Tobaccos.

ESTABLISHED

.. 1749 ..



JAMES TURNER & CO.,

Sole Agents for
Canada.

HAMILTON.

BEE BRAND CEYLON TEA

AWARDED...

Gold Medal



at the Paris Exposition,
1900, being the highest
award made for teas.

Wholesale Agents...

L. CHAPUT, FILS & CIE., MONTREAL.
WARREN BROS., & CO., TORONTO.
THE A. MACDONALD CO., WINNIPEG.
HALL & FAIRWEATHER, LIMITED, ST. JOHN.

Registered Trade Mark of



The Co-operative Tea Gardens Co., Colombo, Ceylon.

COPYRIGHTED IN ALL COUNTRIES, 1896.

THE CANADIAN EGG TRADE.



CANADIAN eggs continue to grow in popularity with the British public. During the first eight months of the year Canada has exported to Great Britain 70,011 great hundreds of eggs, in comparison with 30,672 hundreds during the corresponding period last year. Last year John Bull took 9,654,220 dozen, and this year, judging by the increase of 133 per cent. in the shipment of fresh eggs during the summer months, the exporters will vastly increase their output. In 1890 the number of eggs exported to Great Britain was trifling, not more than 3,000 dozen having been sent.

MOST OF THE CREDIT

of this gratifying result is due to Canadian merchants and shippers, who have been taught by experience that an egg is a thing fragile and delicate, yet capable of scientific treatment to preserve its freshness. Cold storage on board railway and steamship has been provided, and, although a month must elapse between the time the egg is taken from the nest and is eaten by John Bull, yet we are able to place new-laid eggs upon the British market that do not belie their name.

SPRING SHIPMENTS.

But the difficulty of placing eggs gathered in the spring upon the British market in the fall is by no means insignificant. Just after Easter, eggs begin to drop in price, for our people become tired of them and the hens are laying at their best. The market is glutted, so far as the Canadian consumer is concerned, and we have produce for export. But the British market is also well supplied, prices are low, and it doesn't pay to ship anything but fresh stock.

METHODS OF PRESERVING EGGS.

The question arises, how can we preserve the eggs in good condition through the summer? Various devices have been employed. Cold storage is the first agency thought of. By this means the goods are kept in a low, even temperature and in air that is constantly changing. But there is a limit to its preserving power. Exporters say that the egg has a peculiar woody taste when it has passed a considerable time in cold storage. The delicate flavor is destroyed and its quality deteriorates.

LIME PICKLING

has long been in vogue and is growing in popular favor as improvements in the system are made. Perhaps the most valuable improvement made in recent years is the

glycerine process patented by D. D. Wilson & Co., of Seaforth, Ont., and controlled in Quebec by Hyslop & Hunter, Montreal. The treatment by this process costs only one cent a case more than the ordinary lime pickling and increases the value of the eggs about one cent a dozen. Glycerined eggs are a mean between new-laid eggs and ordinary lime-pickled. They have a glossier appearance than the lime-pickled, are cleaner and have a smoother surface, all of which makes them more salable. Moreover, after being put through this process, they will remain good for an indefinite time.

The ordinary lime-pickled egg is not a good boiling egg, because, when put into boiling water, the shell breaks to pieces.

THE GLYCERINED EGG

boils like the fresh article.

The preparation of eggs for export is a long tedious process. Each egg as it comes into the warehouse in the spring is carefully examined and tested. It is important that eggs showing any sign of a crack should not be placed in the preserving vats, so men are employed to detect cracks by the "ticking" process. Eggs are ticked against one another, until each one is thoroughly tested, and the workmen become so expert that few cracks, even those that are not visible, escape them. Each man will pass about 800 dozen a day through this process.

THE TESTING PROCESS.

Then they are put through the ordinary candling process—called candling because it was once done before the candle, for which the electric light is now substituted. The candlers are so expert that they can determine the age of an egg almost to a day, by a glance at the "void." The eggs are also grouped into different sizes, for the English grocer sells eggs by weight. The average weight of a "hundred" is about 15 pounds.

The goods that are fit for export are put into pickling vast about twelve feet deep, where they remain till the time for shipping comes. They are then dipped out of the vats in racks, washed thoroughly, and in cases where the glycerine process is used, the treatment is completed by a final dip in a prepared solution.

THE PACKING BOXES

employed by Canadian exporters which hold the eggs in paste-board compartments are growing in favor. The continental shippers still pack in straw in large boxes that hold 112 dozen. These are so made that they can be sawn through the middle to give the small buyer half a box when he wishes it; but the English jobbers since

they have made the acquaintance of the Canadian boxes that hold only 36 dozen are sawing these big awkward boxes with some reluctance. A story is told of an objection made by an Englishman in regard to the small boxes in which the eggs are put in pasteboard compartments by the Canadian exporters. In a report, he said, "I wish you wouldn't send eggs in those pasteboard racks, for it takes my man too long to pick them out." But gradually the English conservatism is wearing away and the inconvenience of having eggs packed in straw is becoming recognized. This year the demand is greater than ever, and Canadian eggs are not only accepted but are asked for on the British markets.

THE PRICE OF EGGS.

And yet withal the Canadian farmer is obtaining a better price for his eggs than he did when our exporters could not compete on the British market. In 1896 and 1897 the Montreal price of choice, first-grade eggs in the first week of June, when the farmer is gathering his largest crop, was 9c. to 9½c. The farmer was getting about 8 cents a dozen. This year many dealers throughout the country did not pay lower than 12 to 13 cents a dozen. This is an advance of at least 4 cents a dozen, due entirely to the finding of a market in Great Britain. Prices are now higher than they were when we were exporting so many to the United States and when so little expense for care and pickling was involved. As a leading exporter said the other day, it was the best thing that ever happened our egg trade that the McKinley Bill of 1890 placed a duty of 5 cents a dozen on eggs and stopped our shipping them across the border. We are now sure that our business will not be disturbed by the imposition of an import duty. Britain will never place a duty on food-stuffs coming from the colonies, even if she should on those of foreign countries.

THE FUTURE OF THE TRADE

seems bright if our merchants and exporters continue to exercise the same care in guarding the market as they have shown in cultivating it. Grocers and provision dealers throughout the country can do much by shipping receipts to their commission merchants or exporters as soon as convenient to do so. We must keep our stock good to hold the market. Merchants can do much to mould the ideas of the Canadian farmers and dissuade them from selling their small and eating their large eggs. Stray nests should not be emptied into the basket for the egg-man or for town. If the farmer knows why he is getting 4 cents a dozen more for his eggs than he was in 1897, he will surely appreciate the boon enough to consult his best interests by selling the best quality of eggs for export. E. H. C.

THE PARIS EXHIBITION

1900

HUNTLEY & PALMERS LIMITED OF READING AND LONDON

Have been awarded (as will be seen from the Official list of awards at the Paris Exhibition) **TWO "GRAND PRIZES"** for their Plain and Fancy Biscuits for home consumption and for exportation. This is the second occasion upon which the Jury of a Paris Universal Exhibition have conferred upon HUNTLEY & PALMERS, LIMITED, the highest honours obtainable.

In 1878, the Jury in awarding to HUNTLEY & PALMERS, LIMITED, the **ONLY "GRAND PRIZE"** given to the Biscuit Industry, expressed their judgment in the following terms, —

"Unrivalled House, known throughout the world for its enormous production and the excellent quality of its manufactures."

The Jury of 1900 have enhanced the value of their renewed award, by the addition of the following special mention, — —

"This Firm has not ceased to progress either in the extension of its business or in the excellence of its manufactures."

THE MARKETS OF TRINIDAD

THE last Trade Returns of this Island show imports of 180,452 bbls. of Flour, of which the United States sent 179,550 ; 190,651 bushels of Oats, of which Canada sent only 11,431 bushels ; 608,977 lbs. of Butter, of which Canada sent only 18,000 lbs.; 246,586 lbs. of Cheese, of which Canada sent only 21,108 lbs. We handle large consignments of Fish from Canada, and have been doing what we can to introduce other Food productions. If interested, kindly write or wire.

RUST, TROWBRIDGE & CO.,

PORT-OF-SPAIN,
TRINIDAD.

Exporters of Sugar, Cocoa, Cocoanuts, Molasses, etc. Vessels Chartered, etc.

Cable Address—Randolph, Trinidad. Codes Used—A B C, 1883 Edition, Lieber's Standard Code and others.

..TRINIDAD..

We Export

Cocoa, Sugar, Cocoanuts, Coffee and all kinds of Local and Venezuelan Produce.

We Import

English, French, American and East Indian Foodstuffs, French and Spanish Wines, etc.

AGENTS FOR:—Guardian Fire and Life Insurance Company, Limited, Scottish Amicable Life Assurance Society. Peter Dawson's Celebrated Scotch Whiskies. Laurent Perrier & Co's Champagnes. Crosfield & Sons' "Comet" Soap. Barriason's and other Brandies.

GEO. R. ALSTON & CO.,

Port of SPAIN,
TRINIDAD.

A. B. C. CODE.

Cable Address
"ROEBUCK"

W. L. Johnson & Co.

BARBADOS, W. I.

Commission and General
Merchants.

IMPORTERS OF AND DEALERS IN

English and American Provisions and
CANADIAN PRODUCE,
Plantation Supplies, Live Stock, and
Shippers of Local Produce.

✿ 1900 ✿

Sandbach, Parker & Co.,

DEMERARA, BRITISH GUIANA.

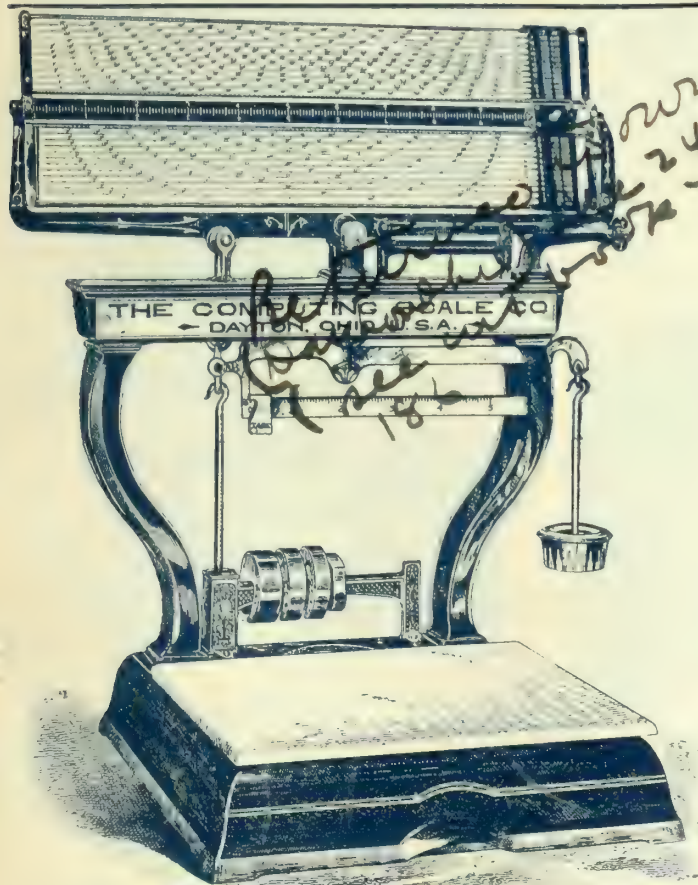
General Commission Merchants
Importers and Exporters.

All consignments receive careful attention and proceeds are remitted without delay. If needed, financial facilities will be given for regular and substantial consignments.

Orders for Sugars, Molasses, Rum, Greenheart, Wallaba Shingles, Charcoal, Cocoanuts, Cocoa, Coffee, etc., receive special and prompt attention.

Buildings, Sheds and Dock at Lots 8 to 11 Werk en Rust. Every facility for prompt despatch of steamers and sailers. River frontage 340 feet.

Telegraphic address: "Sandbach," Demerara. Codes used:—Scott's Editions, 1880, 1885 and 1896; A.B.C. Fourth Edition; Watkin's 1884, and Appendix; Lieber's Standard.



A Perfect Chart... Computing Scale for \$50

SOME OF ITS FEATURES:

The pound and ounce beam is in the centre of the chart, thus separating the chart, making it easy to read the values.

The figures are large and easy to read.

The poise is operated from the centre of the chart with no chance to bind.

Painted a rich maroon, finish enamel, full nickel trimmings.

The weighing capacity in pounds and ounces is 110 pounds.

Price per pound capacity 3c. to 50c. per pound.

SOLD ON EASY MONTHLY PAYMENTS.

THE

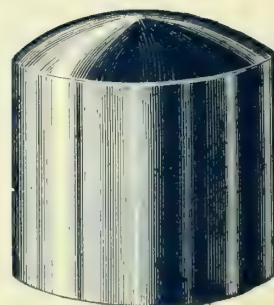
COMPUTING SCALE CO.

DAYTON, OHIO, U.S.A.

Or Money-Weight Scale Co., No. 47 State St., Chicago, Ill.
Money-Weight Scale Co., No. 142 Chambers St., New York, N.Y.
James A. Hossack, Dist. Agent, No. 1662 Notre Dame St., Montreal, Que., Canada.
L. A. Davidson, Dist. Agent, No. 104 King St. West, Toronto, Canada.

JAMES' BLACK LEAD

"DOME" REGISTERED
TRADE
MARKS



2 CELEBRATED — DOMES.



*St. Paul's
Great Dome.*

The exterior length of St. Paul's Cathedral, London, exclusive of the projection of the steps, is 515 feet; the interior, 479 feet; the width across the transepts from door to door is 250 feet; that across nave and aisles, 102 feet; and between the stone piers, 41 feet; the western front, 180 feet; the diameter of the octagonal area, at the crossing of nave and transept, 107 feet; the diameter of the drum beneath the dome, 112 feet; of the dome itself, 102 feet. The height of the central aisle, 80 feet. The total height from the pavement of the churchyard to the top of the cross, 365 feet; that of the western towers 221 feet. The cost of building St. Paul's as first completed may be estimated at a million sterling.

JAMES'
Grate Dome
BLACK LEAD

Clean ' No Dust'

STICKS FAST TO THE GRATE.

Used in the Royal Palaces.

Distinguished from all other Stove Polishes as a 'Real Work Saver,' and a Protector of Furniture, Carpets, Curtains, Ornaments, Mirrors, and Pictures from Dust and Flaking. Grates polished with 'James' Dome' maintain a lasting Brilliance, and do not need rubbing every day. It is a Gold Medal Black Lead and has distanced all competitors at International Exhibitions, in all cases obtaining the highest award for superiority of manufacture, rapid polishing properties, and cleanliness in use.

CAUTION!—Its great popularity has led to a flood of imitations similar in shape, but vastly different in quality. To avoid disappointment, purchasers should see that each block bears the words "JAMES" and "DOME."—The word "Dome" is a Trade Mark, and must not be applied to any other Black Lead than that manufactured by

EDWARD JAMES & SONS, PLYMOUTH & LONDON.



HAS BEEN AWARDED



**Gold & Silver
MEDALS, & DIPLOMAS**



At many
INTERNATIONAL EXHIBITIONS.



**SOLD EVERYWHERE
THROUGHOUT
CANADA.**

TO THE GROCERS THROUGHOUT CANADA.

The following lines of biscuits are guaranteed to be the MOST RELIABLE, ATTRACTIVE, and BEST TRADE-WINNERS made in Canada or any other country. They're just what you want for the XMAS season. You will be consulting your best interests by handling them. THEY ATTRACT AND RETAIN TRADE.



ALSO FULL LINE OF CHOICE CONFECTIONERY.

Manufactured
by —

THE LANG MANUFACTURING CO.,

**St. Henry
Montreal**

WHAT OUGHT TO BE A GROCER'S PROFIT?

A CERTAIN soap firm in Great Britain annually offers a prize for the best essay on a subject appertaining to the grocery trade. Its latest offer was for an essay based upon the following questions: "What ought to be a grocer's profit? bearing in mind the present increased cost of working expenses, etc. Can the public be charged the extra, or how can the increased expenditure be met?"

The first prize was won by A. S. Barr, Woods Green. The following is an extract from Mr. Barr's essay:

"One trader is satisfied with 10 per cent., another works on a 15 per cent. basis, while yet others contend that 20 per cent. is little

ENOUGH TO COVER WORKING EXPENSES and leave a small net profit. The case is further complicated by one tradesman basing profit on cost as against another who makes turnover his basis for calculating profit. Manufacturers have tried to assist traders in obtaining a fair profit by fixing a stated selling price for their own wares, with the result that certain traders felt aggrieved, looked upon the move as an intrusion, and they would not be dictated to, and said they would sell at what price they chose; likewise various associations have taken the matter up and endeavored to arrange uniform prices which would return a fair percentage, but the attempt has invariably failed. What then should be a fair profit, and how is that profit to be fixed and secured? Take, for example, a shop doing £100 per week. To work this shop will be required a manager at, say, £2; assistant, £1 10s.; assistant, £1 5s.; junior, 12s, and two porters, 18s.—total wages, £6 5s. weekly; rent at £65 per annum; rates and gas, £28 per annum; incidental expenses, 4s.; stabling, 15s., and leakage, £1 per week respectively; totalling £10; equal to 10 per cent. for working expenses, to which add $1\frac{1}{4}$ per cent. for interest on capital invested. Considering that 6 per cent. is a reasonable net profit, these figures show that a gross profit of $17\frac{1}{2}$ per cent. on turnover is required, and to gain this percentage on turnover there must be added $21\frac{1}{4}$ per cent. to cost.

COST OF MANUFACTURE.

"Another important question is: How can the increased cost of manufacture be met; can the public be charged the extra without interfering with trade? Yes, by manufacturers advancing cost price, and in cooperation with retailers advertising such advance. Let there be a card hanging in retail stores notifying the advance in price; and the goods which do not return $17\frac{1}{2}$ per cent. on turnover quietly drop or keep

in the background. Boldly advertise advances and reductions. Advertising stimulates trading; it also dispels the erroneous idea of having been overcharged."

TWELVE AND A HALF TO FIFTEEN PER CENT. A FAIR PROFIT.

The following is an extract from an essay submitted by another contestant:

"For my own part, I consider $12\frac{1}{2}$ to 15 per cent. a fair profit for a grocer doing, principally, a cash trade, whilst $17\frac{1}{2}$ to 20 per cent. is deemed necessary, and calculated to be indispensable, for the maintenance of your business if a 'family' trade is done and credit given. In calculating the profit on goods, it must clearly be remembered that the profit should be based upon the returns, otherwise mistakes are likely to arise. For instance, on an article costing 6d. and sold at 10d. there is a profit on the



The Japan Tea Parlor at the Paris Exposition.

cost of 25 per cent., but on the return it is only 20 per cent. An easy way of calculating profits is by adopting the following rules:

Add to cost 1-2 cost price to give 33 1-3 p.c. on return:					
"	1-3	"	"	25	"
"	1-4	"	"	26	"
"	1-5	"	"	16 2-5	"
"	1-6	"	"	14 2-7	"
"	1-7	"	"	12 1-2	"
"	1-8	"	"	11 1-9	"
"	1-9	"	"	10	"
"	1-10	"	"	9 1-11	"
"	1-11	"	"	8 1-3	"
"	1-12	"	"	7 9-15	"

"As to how the increased expenditure can be best met, I would suggest the pushing of those articles bearing the best profit, and by refusing to stock proprietary goods not showing the necessary amount of profit. Needless to say, your business must be carried on at the lowest expense, yet without that false economical idea that the cheapest is the best * * * What assistants you have, let them be the very best. They may

require a living wage, or even a little remuneration."

A HINT TO SMALL TRADERS.

From still another of the competing essayists the following is taken:

"If, as a general rule, they are content to pay cash and to take away the goods with them, business may, in a brisk market, be found profitable at $12\frac{1}{2}$ per cent.; whereas, if the grocer has to send out for orders, deliver by horse and cart, give credit and render periodical accounts, 20 per cent. will not be too much—horse and cart work, in actual experience, alone representing a difference of 5 per cent. * * * It is, for instance, a far too common practice, especially with small traders, to give away the benefit of a purchase or contract luckily made before a rise in the market, but to bear the loss themselves when the market falls. * * * The chief remedy lies in noting what goods pay to sell, and resolutely pushing to the front only such as are both reliable and remunerative. Friendly arrangement may also be made with neighboring tradesmen to readjust prices when they prove unsatisfactory. Initiative in this direction will often be found to meet with a satisfactory response."

A SIMPLE SUGGESTION.

From a fourth essay the following extract is taken:

"To find what a fair profit should be calculate what percentage on returns your working expenses amount to; charge to working expenses your own salary. Having found this, add thereto 5 per cent.; fix the selling price so as to leave this percentage of profit. To give an instance: Suppose your working expenses are 10 per cent. add 5 per cent.—equals 15 per cent. You must fix the selling price so that you receive 15 per cent. on returns * * * Capital must be turned over from eight to twelve times a year, according to class of trade and amount of book debts. Buy for cash and take all discounts."

A GOOD WATCHWORD..

The Imperial Canning Co., Kingsville, Ont., realize the value of a sound argument in advertising. Knowing the value of flavors in canned goods, and the fact that the climate of the southern part of Canada is the best possible for the production of the finest fruits and vegetables, they have made their watchword: "The flavor of our goods cannot be excelled owing to our semi-tropical climate." The sentence appears on all their letter-heads, etc., as well as on much of their advertising. It is not surprising that the soundness of their argument carries conviction with it, and that their goods are among the popular brands on the market.

HIGHEST AWARDS and PRIZE MEDALS at EXHIBITIONS.

Appointed by Royal Warrant Black Lead Manufacturer to



HER MAJESTY THE QUEEN AND

TRADE



"CERVUS."

MARK



H.R.H. THE PRINCE OF WALES.

FOR "CLEANLINESS" USE ONLY.



NIXEY'S

REFINED

BLACK LEAD

The Richest, Deep Lasting, Most Economical and Profitable Black Lead in existence. Sold in 1d., 2d., 4d., and 1s. sizes.

Insist on having the Original Block Black Lead, and still the best.





For **SNOW**
White **LINEN**
ALWAYS BUY -

NIXEY'S

BLUE

In Bags, ready for use.
In 1-oz. Squares.
In Pepper Boxes.



In 2, 5 and
10-cent Blocks.

Sells
freely.



Emery Cloth, all numbers.

NIXEY'S Egg Shell Enamel
BERLIN BLACK.

Dries dead in a few minutes.

No smell.

6d., 9d., 1/-, 1/6 and 2/- bottles.

NIXEY'S Fine Black Varnish.

GLOSSY BLACK.

In 6d. and 1/- bottles.

NIXEY'S "CERVUS" CYCLE CHAIN LUBRICANT IN 6d. TUBES. ENORMOUS DEMAND.

All kinds of Round, Square, Block and Powder Leads. Apply for Revised Price List and Advertising Novelties, Show Cards, etc., to.

W. G. NIXEY, 12 Soho Square, London, Eng.

HOW SHALL CANADA INCREASE HER APPLE TRADE?

THE QUESTION DISCUSSED BY D. O. M.

THERE is no question but that the Canadian apple growing and exporting industry is, and has been for some years, in an unsatisfactory condition. Last year was, as everybody connected with the business knows, the worst of many bad years. In fact, it is a question whether there ever was a worse year for the shipper of apples. There seemed to be a combination of circumstances especially intended to make the season a disastrous one. High prices were paid at the orchards; the crop proved larger than was anticipated, buyers, to cover their losses, packed inferior fruit, which had such a demoralizing effect on the market that nearly every return meant a loss to the shipper.

While, however, it is easy to prove that the industry is not on a satisfactory footing, it is not an easy matter to effect the necessary revolution to put the business in a prosperous condition.

DISHONEST PACKING.

It is, of course, manifest that the trade should be protected from the dishonest man who resorts to "topping" or "facing" to swell his profits, regardless of the effect the practice is bound to have on the trade. This practice is largely due to the habit of buying by the "orchard" or "lump" system, by which the buyer, after making an estimate of the probable output of an orchard, pays the owner a lump sum for the fruit on the trees. Naturally, when he discovers he has overestimated the crop he is tempted to make good his loss by packing poor apples with a top or face of first-class stock. This system of buying should be discontinued, and a proper system of inspection must be instituted if the export trade of green apples is going to prove a profitable business to Canadian growers and shippers.

DRIED VS. GREEN APPLES.

But the question of the day is: "Should Canada export her apples in the green state?" It will be a most exceedingly difficult matter to prevent dishonesty in apple packing. In fact, it seems almost unreasonable to expect its prevention when we do not prevent the topping of tender fruits sold on the local markets in baskets.

Whither, then, shall we turn? Reason seems to answer: "To evaporated and dried apples." The experiences of the past few years seem to indicate that this is the form in which most of our apples will arrive in Great Britain, Germany and other distant markets in the not distant future.

INTERESTING STATISTICS.

The following statistics, showing the

exports of both dried and green apples from Canada and the United States, will give a good idea of how the dried apple trade has grown in recent years:

	Canada.		United States.	
	Green.	Dried.	Green.	Dried.
1893.....	\$2,731,254	\$200,813	\$1,097,967	\$ 482,485
1894.....	8 8,889	98 938	242 617	168,054
1895.....	1,841,710	250,418	1,954 318	461 214
1896.....	1,417,571	48,058	931,289	1,340,507
1897.....	2,563,637	179,644	2,371,143	1,340,159
1898.....	1,307,059	125,658	1,684,717	1,897,725
1899.....	2,624,470	429,656	1,210,459	1,245,733

This statement shows that, while the exports of green apples are practically unchanged, the shipments of dried stock have much more than doubled. It shows, too, that the exports from the United States have increased in greater proportion than have the shipments from Canada. This is a significant fact, for all acquainted with the relative development of trade in the two countries know that in nearly every line Canada has gained on her big rival. The reason for it is found in the fact that until with the last year or two Canadians have been satisfied to send their stock abroad through New York houses, and much of it has gone via the port of New York. Naturally, this has retarded the growth of the Canadian business, for European buyers had not been taught to look to Canada, as they should, for their best stock, and Canadian dealers had not established a good connection across the Atlantic.

THE GERMAN MARKET.

Within the past year or two there has been an improvement in this regard however. Canadian dealers are manifesting a determination to seek the best market for their goods and European buyers are learning more of this country. Within the past fortnight the names of 16 firms, all dealers in dried apples and other fruits in Hamburg, Germany, have been sent to the Ontario Department of Agriculture. These names were accompanied by the information that there is a large and growing demand for these goods in Germany.

While in London this summer the writer had occasion to discuss the matter with several large importers of that city. The general opinion was that the taste for these goods in Great Britain has just begun to assume large proportions, and that the next few years will witness unusual growth in the business.

THE QUALITY OF CANADIAN APPLES.

There is no reason why Canada should not obtain a large, if not the major share in this increase. The apples grown in Ontario, in all the Eastern Provinces, and especially in the Annapolis Valley, Nova Scotia, will compare favorably in point of flavor with

those of any apple grown. If properly evaporated or dried and packed in attractive packages they would have little difficulty in finding a market. Both rings and whole apples have good sale in Germany and in Great Britain.

If these markets are to be won for Canada, however, packers will have to put up their goods honestly and attractively. Canadian cheese, above all other products of this country, has been protected from dishonesty in manufacture. The result is that it is the product which has established the supremacy of Canada as a dairying country. The same results can be attained in the apple industry.

Must the advisability of shipping apples in the dried state rather than green be demonstrated? It is practically established in the fact that the shipment of apples in the green state is

A GAMBLE,

including a great share of risk, while experience has shown that evaporated apples, when judiciously handled, have uniformly paid well. The keeping qualities of the evaporated fruit give to the holder as much power over prices as the buyer, but when shipped green they must be sold promptly, thus giving to the buyer complete power over prices.

Canadian apple exporters, if they are to effect the

MOST SATISFACTORY SOLUTION

of their present difficulties, must be in the position to control the offerings of green apples. That much has already been admitted. To do this there must be a more careful selection of the apples to be shipped. If last season a third of the green stock shipped had been culled out and only the soundest and most attractive fruit shipped, there would not have been the glut nor the loss from goods arriving in poor condition that was the case. If there had not been this glut and loss, the market, instead of being a demoralized one, would have yielded a good profit to shippers. In future it should be the object of shippers to move carefully, select their green fruit, and pay more attention to the development of a permanent market for evaporated apples.

I have made no mention of canned apples. This is hardly necessary, as the demand for them is being met in a way satisfactory, both to the Canadian canners and to the British consumers. This trade is a growing one, but is not likely for some time to reach proportions sufficient to materially affect our aggregate apple trade.

THAT SCORED **PERFECTION** (100 POINTS) AT THE
 132
 17/11/100
 no page
 Return
 out

MAC LAREN'S
IMPERIAL CHEESE
 KEEP IN A COOL PLACE
 RICHEST, CREAMIEST CHEESE MANUFACTURED
 MOULD DOES NOT IMPAIR CONTENTS
 MANUFACTURED BY **A.F. MACLAREN & CO. TORONTO, CANADA**
 THE ONLY CHEESE THAT SCORED "PERFECTION" (100 POINTS) AT THE WORLD'S FAIR

MacLaren's Imperial Cheese

A. F. MacLAREN IMPERIAL CHEESE CO., Limited, TORONTO, CANADA.

MONSOON TEA.

We always say to the retail merchant, if you get a customer to try a packet, and she or he does not like it better than any tea they have ever used, refund the money and we will take the tea from you.

But Monsoon tea has a habit of staying sold; we have never had a packet returned. Beyond a doubt, Monsoon is the tea which will please your customers.

MONSOON TEA CO., TORONTO.

ART JELLY POWDER

IS SUPERIOR TO ANY
OTHER.

FLAVORS
DECIDEDLY
FRUITY

WINE,
ORANGE,
LEMON,

HONEYSUCKLE,
CHERRY,
STRAWBERRY,
CALF FOOT.

PISTACHIO,
GRAPE FRUIT, PINEAPPLE,
RASPBERRY, VANILLA,

Write for Our Prices.

Mayell & Co., Toronto.

**Bacon,
Hams,
Pure Lard,
Sausages, Etc.**

Bacon and Hams are mild cured,
after the character so sought after
by Old Country connoisseurs.

**The Farmer's Co-Operative
Packing Company**

OF BRANTFORD, Limited, ONT.

**Corn
Brooms**

BROOMS

"GEM"
"WIRE"
"SNOW"
"CORKER"
"HEARTH"
"LA BELLE"
"BARBERS"
"TRAVELLER"

Wood, Bone, Nickel, Silver
and Plush Handles.
Large Variety. Low Prices.

"Rose"
"Pansy"
"Thistle"
"Maple Leaf"
"Shamrock"
"Daisy"
"Tulip"
and
"Good Luck"
...

Always reliable
and as repre-
sented.

WHISKYS

**H
I
S
K
S**

**The H. A. Nelson &
Sons Co., Limited**

59 to 63 St. Peter Street

MONTREAL

Toronto Sample Room:

56 and 58 Front St. West

**Corn
Whisks**



Military Hair Brush Package . . .

Made of pure bristles with Ebony Backs and Sterling Silver Mountings. A handsome Xmas Gift. Sold with the following assortment of Gum :

1 Tutti Frutti	36-5c Bars	\$1.80
1 Pepsin	24-5c Bars	1.20
1 Kola Nuts	20-5c Bars	1.00
2 Red Jacket	100-1c Pieces	2.00
1 Pair Hair Brushes		3.50
		\$9.50

Price to Retailer, \$4.75.

PLEASE NOTE: We can only put 1 Box of Tutti Frutti in this assortment, but the balance can be made up as required.



We are now giving the following premiums as a

SPECIAL OFFER

to the Xmas Trade :

Silver Pie Knife,
Berry Spoon, or
Tailors' Bent Trimmers

Either of the above with . . .

1 Box Adams' Tutti Frutti	36-5c. Bars,	\$1.80
	or with . . .	
1 Box Britten's Red Jacket	150-1c. Pes.	
1 Box	10-5c. Bars Havana Fruit . . 10-5c. Pkgs. Kola Nuts . . . 50-1c. Pieces Red Jacket . .	\$1.00

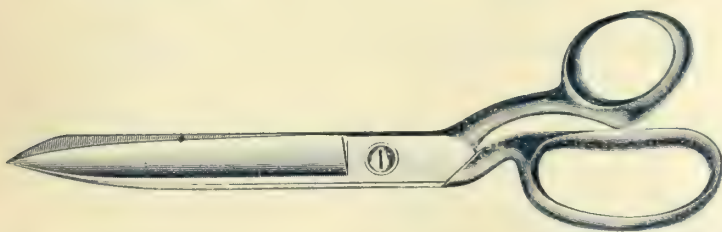


Write for catalogue giving full list of premiums.

American Chicle Co.

Defries St.

TORONTO.



A Hint to the Trade

In purchasing premiums one is apt to judge the premium and lose sight of the fact that he is getting unsalable goods with it. Don't abuse the public, it's your living. Adams' Tutti Frutti, Britten's Red Jacket and Kola Nut are always in demand. Insist on your jobber giving you these brands.

Fine Goods for Your Best Trade



From France

Etablissements F. Delory, Lorient, France. They have nine factories packing 15,000,000 cases per year of French Peas, String Beans, etc., and the following brands of Sardines: Trefavennes, Martel, Club Alpins, Delory, Rolland, Lemoigne, Lementec and St. Louis—in $\frac{1}{4}$ -tins, $\frac{1}{2}$ -tins, and tins; also in glass.

From Louit, Frères & Cie, Bordeaux, France. Their celebrated French Chocolate for eating and cooking; Anchovies in Oil and in Salt; French Mustard, Macaroni, Vermicelli; Mushrooms, Peas, Haricots Verts (String Beans), Macedoines (Mixed Vegetables), in glass.

From A. B. Schwartz, Strasbourg. Their famous Patés de Foies Gras and Potted Game—standards from which the quality of all other goods of this nature are judged.

From Baptistin Barrielle, Apt, France. Crystalized and Glacés Fruits.

From A. Lenoir, Fils & Blanchard, Gendre, Paris, France. "Specialty" Champignons (Mushrooms), and Potted Meats.

From Bernard, Bizac & Co., Souillac, France. First choice Truffles in 1/16, $\frac{1}{8}$, $\frac{1}{4}$, and $\frac{1}{2}$ -tins; also in bottles.

From L. Fichot-Landrin, Paris, France. Breton's Vegetable Colors—all sizes and all colors.

Jas. Violet & Co., Bordeaux, French Prunes.

Olives from Spain

The choicest crops from the best vineyards and **the pick of the crops always.** From Dunipe & Co., and R. Aguilar, Seville, Spain, packed with that wondrous skill and care that has made the name Dunipe & Co. famous everywhere.

HENRI JONAS & CO. - Montreal.

Sole Agents for Canada for above firms.

IMPORTERS OF FINE GROCERS' SUNDRIES.

A WOMAN WON'T BE FOOLED THE SECOND TIME.

IF, when the cook or housewife comes to your store and asks for **Jonas' Flavoring Extract**, and you don't keep it, but offer her some trashy substitute, claiming it's "just as good," you **MAKE A MISTAKE** that is sure to **CREATE TROUBLE**—do you ask **WHY**?—Well, she takes that "substitute" home, and, owing to its **WEAKNESS** and **IMPURITY**, her cooking is a failure—but, it's not her fault—**IT'S YOURS** for selling her such a poor extract. **THE NEXT TIME** she'll go to **SOME OTHER GROCER** who will give her what she wants—**Jonas' Flavoring Extract**, for it's **PURE, STRONG, RELIABLE**.

The result of this mistake is that

YOU LOSE A VALUABLE CUSTOMER.

Attract Trade Rather Than Lose it

by always having a good supply of **JONAS' FLAVORING EXTRACT** on hand.

They've Been on the Market now for **Thirty Years**

and in the opinion of **PARTICULAR** people they are unequalled for **PURITY** and **STRENGTH**.

ALL WIDE-AWAKE GROCERS SELL THEM. DO YOU?

Jonas' Military Dressings

ARE ALL RIGHT

in the opinion of every man, woman and child who has used them. They are perfectly waterproof, and make **Boots, Shoes, Rubbers** and **Harness** look like **new**. All **live, up-to-date** grocers and storekeepers will find them a great help in building up a good, profitable business in this line.

HENRI JONAS & CO., Mfrs., MONTREAL

STERILIZED UNSWEETENED CREAM.

IN order to supply the immense demand for St. Charles Cream in Canada, and other English colonies, the St. Charles Condensing Co. (controlled by English and Scotch capital) have built a fine factory at Ingersoll, Ontario, which is now in full operation. The company are also operating a large plant at St. Charles, Illinois, U.S.A., where their head office is located.

St. Charles Cream is prepared from the best milk obtainable in the finest dairy sections of the world, evaporated in vacuum, to the consistency of very rich cream, canned and then perfectly sterilized by a secret scientific process, insuring pure and safe product, especially valuable for infant feeding, and all culinary uses.

It is particularly commended as perfect for infant feeding, having been used for years by the leading institutions in all parts of the world. Physicians everywhere, after a thorough test, have pronounced it, when



properly diluted, a perfect substitute for mothers' milk.

By the addition of water, a milk or cream of any desired richness is produced, particularly adapted to culinary purposes.

St. Charles Cream is used largely by the armies and navies of the world, it being recognized of especial value from the fact that it is a perfect substitute for milk or cream in its original form for all uses, which cannot be said of much of the ordinary condensed milk on the market, which consists of from 40 to 44 per cent. cane sugar.

The cream has been shipped to all parts of the world, and is guaranteed to keep perfectly in any climate. The demand in the countries where the climate is particularly trying is growing very rapidly, and the cream is reported as giving perfect satisfaction to dealers and consumers.

The label and package throughout are especially attractive, and the manufacturers exercise scrupulous care in maintaining the high quality of the cream.

Foreign merchants selling high-grade food products, are invited to write to the St. Charles Condensing Co., St. Charles, Ill., U.S.A., for full information as to prices, etc., and will certainly find it to their advantage to handle this excellent article.

"STERLING" BRAND GOODS.

"WHAT'S in a name?" asks Shakespeare. Evidently T. A. Lytle & Co., manufacturers of "Sterling" brand pickles, sauces and cordials believe in a name with a significance, and of late years they have demonstrated that they also believe in living up to the standard of worth which their brand signifies. It is an undisputed fact that in years past Canadian pickles have been inferior in many respects to the imported article, but of late the productions of Lytle & Co. have been of such a high standard that they do not hesitate to place their goods in comparison with the most highly reputed. Having discontinued the manufacture of vinegar, Lytle & Co. have sought to largely extend their bottling business. They make a complete range of high-class pickles, and are constantly adding to their lines of other goods. Their jams, jellies, marmalade, catsups and horseradish have established a sound reputation and have a steadily growing sale. This spring they installed a first-class laboratory, and started to manufacture flavoring extracts, fruit syrups, unfermented phosphate and fruit wines, fruit oils, dry and liquid colors, lime fruit juice and bitters. This departure has proven a popular one, as the goods are attractively bottled and of "Sterling" worth. Their general display of pickles, sauces and condiments won the gold medal (the highest award) at the Toronto Industrial Exhibition this year.

The writer was given the other day an opportunity to examine the process of manufacture in the Lytle works. One taking a trip through this factory could not fail to be impressed with the cleanliness and thorough system prevailing throughout. Everything combines to the most economical production of first-class goods so well that one readily understands when he has completed a visit to the different departments how T. A. Lytle & Co. have maintained the position their "Sterling" goods hold on the Canadian market.

AN AFTER-DINNER DELICACY.

What is claimed to be one of the choicest after-dinner delicacies that have been offered to the Canadian retailer and consumer is Bayle's after-dinner cheese, put up in ½ lb., 1 lb., and 5 lb. jars. Robert Greig & Co., Toronto, have recently been appointed Canadian agents for Bayle's goods.

THREE "AROMAS."

AMONG the many proprietary articles which have been placed before the Canadian consumers through the grocery trade during the past year or so, there are none more deserving of special notice than that of "Aroma" Ceylon tea, "Aroma" coffee, and "Paradise" baking powder, which were placed upon the market just one year ago by W. H. Gillard & Co., Hamilton, Ont., after exhaustive tests and long practical experience as to the requirements of the public, feeling every confidence in the peculiar and distinctive merits of their goods to give universal satisfaction. They have succeeded even beyond their expectations, and, to-day, these specialties command a large and ready sale in all parts of the country.

Being packed by the most approved methods, at a minimum of expense, the cost of the goods is in the contents—not mostly in the packages, and if the hundreds of unsolicited letters from satisfied users mean anything W. H. Gillard & Co. should be assured of a largely increased sale in the future.

A handsomely illustrated booklet will be sent to anyone asking for same.

W. H. Gillard & Co. report that they have been particularly fortunate this year in the selection and purchase of their teas, and their range comprises values unsurpassed anywhere, both for quality and with regard to the prices at which they are offered to the trade. In Ceylon orange Pekoes, especially exceptional values can be seen with this firm.

WILSON'S GROCER SCALE.

Scales have improved as much as any other article used by the grocer within the last ten years, and Canada is keeping to the front in the art of up-to-date scales. The Wilson Grocer Money-Weight Scale is so constructed that the weight, value and price are all shown on the beam. This is a great advantage, as it avoids much complication of having to find the weight and values separately. The scale is mounted on a patent swivel base so that it can be turned to any angle or from either side of counter. A special feature about the Wilson scale is the agate in the beam bearing and ball bearings under the platform, where all the strain comes. The platform is Italian marble, and the scale, instead of being painted, has several coats of enamel, giving it a beautiful appearance. The weights, instead of being nickled cast iron, are solid brass, and all the brass parts are heavily nickled. The catalogue will be mailed free by addressing C. Wilson & Son, 69 Esplanade street, Toronto.

The Geo. Matthews Co., Limited

PETERBORO, ONT.

OTTAWA, ONT.

HULL, QUE.

Pork Packers and
Export Provision Merchants.

BACON CURERS.

LARD REFINERS.

“Rose Brand” Meats and Lard (Registered).



Representatives in England :

Messrs. Mills & Sparrow, 33 Tooley St., London, S.E.

Messrs. Marples, Jones & Co., 8 Mathew St., Liverpool.

The Geo. Matthews Co., Limited

AMONG TORONTO RETAILERS.

Why He Doesn't Build.

A grocer north of Bloor street, who is doing a large, paying trade, gave me an interesting reason why he does not erect a larger and more handsome store than his present one, which is so crowded with goods from floor to ceiling and from one end to the other that it seems cramped.

"Well, it's just this way," he said, when I suggested the matter: "I'm doing a good business here, and if I let things run on as they are my competitors will do the same, and the chances of an up-to-date, new man coming into my field are small. But, if I build fine premises, my neighbors will follow suit if they can, and others will begin to look upon this section as a fine place to start. I am content to let well enough alone."

"Is your business increasing?"

"Yes. You see, it's this way: I have lived here for years, and nearly all the young fellows who have grown up around here, and who get married and start house-keeping, have known me nearly all their lives. And, as I have generally 'stood in' with most of them, I get a good share of their trade. Every year increases their number, so my business keeps on growing. I expect to put on another rig soon. This investment will not excite the attention that a new store would, but I believe it will be of even more value to my business."

Two Methods of Starting in Business.

There are undoubtedly many ways of doing the same thing well. Within the last three months two firms have opened grocery stores on Yonge street. The proprietors of both firms came from the United States, bringing with them methods of their own, which are entirely different from each other. Both seem to have succeeded in establishing their business in a satisfactory manner, which, as many beginners have gone to the wall on Yonge street in recent years, is sufficient evidence that their methods of establishing their business have been good. One of these firms is known as the "Viv" Co., Limited. My attention was directed to it by their window-display which consisted of a representation of a coffee roaster. By means of an electric mechanism, the roaster, which stood about four feet high, was given a realistic appearance. Coffee was seen entering in the green state and issuing as the roasted product. The bins, sluices, etc., were opened by automatic figures. I entered the store, and was shown the mechanism. The only thing I learned by the study was that the coffee was made to run as it did by

a revolving set of pockets or carriers such as are in use in mills, elevators, etc. The policy of the proprietors of this store was in starting to make the window-display the means of attracting buyers into the store. When in, they are invited to partake of the special blend tea and coffee put up by the firm. The proprietor of the Viv Company told me that he would be content to sell only tea and coffee at first, in the belief that he could develop a general trade with such customers as bought these articles from him.

The other store I referred to in starting was Thompson & Co., corner Alexander and Yonge streets. Mr. Thompson came to Toronto from New York. His policy in starting was to issue large circulars, printed in red, advertising "specials." Each week he made a "cut" on some article. The first week it was on sugar, and buyers came to him from one end of Toronto to the other and bought sugar only, asking him to send it. Needless to say, a trial of that was sufficient. Next week his circular stated that all purchases of sugar at the "cut" must be accompanied by a purchase of regular grocery articles. He has all his goods ticketed, and, as he started doing business on a rather close margin, he has won a good share of regular customers already.

THE RAMBLER.

A DISPLAY STAND AND TABLE.

Of late years, grocers and, in fact, all merchants have devoted so much attention to displaying their wares that it is but natural that the genius of the inventor should be devoted to the improvement of their facilities for doing so. The evolution from the bulky, home-made stand to the neat, attractive combination stands and tables now offered has been a natural and rapid result of the opinion regarding the display of goods which has been manifested in the past few years. One of the tables on the market, which is well recommended, is the "Imperial," which is constructed to revolve and tilt to any angle and be securely locked. It has five leaves, 60 inches long. These are curved, thus making the display more effective. The table is made in a variety of shapes and styles. Walter Woods & Co., Hamilton, Ont., are the selling agents in Ontario, Manitoba and the Northwest Territories.

WHOLESALE ELECT OFFICERS.

At the annual meeting of the Wholesale Grocers' Association, of New York, the following officers were elected: President, G. Waldo Smith; First Vice-President, F.

W. Ormiston; Second Vice President, F. H. Leggett; Treasurer, August Koenig. Directors—T. C. Clark, E. H. Sayre and E. D. Depew, of New York; C. E. Brown, Springfield, Mass.; Geo. P. Bergen, Brooklyn, N.Y.; A. P. Bartlett, Providence, R.I., and F. W. Hannahs, Newark, N.J.

CHINAWARE AND GLASSWARE.

The unique methods of business followed by E. W. Klotz, Toronto, agent and importer of chinaware and glassware from Europe, has resulted in a steady increase in the number of orders placed through him by cash buyers. In his advertisement in this issue, Mr. Klotz draws special reference to Wood & Sons, of Burslem, England, high-grade earthenware, which are shipped direct from maker to buyer at factory prices. For the import season of 1901, which opens February 1, for fancy china and glass, he will show samples from the leading makers of England, Germany, Austria, Hungary and France. These goods will be specially imported to suit individual requirements, landed at Montreal or Toronto, freight and duty paid.

SECRETS OF CANNING.

As a rule business secrets are jealously guarded, but The Brighton Canning Co., Brighton, Ont., devote their advertisement on page 55 to the secrets of the methods by which their "Thistle" brand has won the reputation which it now possesses in Great Britain as well as throughout Canada. The firm have made it their policy to keep only goods of uniformly high quality, devoting every attention to the growing, packing and handling of their products. An evidence of the success of The Brighton Canning Co.'s methods is furnished in the fact that they have already sold their entire pack, of which over 20 cars are going to British Columbia.

BAYLE'S GOODS.

Bayle's Spanish salted peanuts are put up as follows: ½-lb. cartons, 50 in a case; 1-lb. cartons, 25 in a case; 5-lb. cartons, 6 in a case. Potted cheese: ½-lb. jars, 2 doz. in a case; 1-lb. jars, 1 doz. in a case; 5 lb. jars, ½ doz. in a case.

READY TO HANDLE MORE GOODS.

George J. Clancy, commission dealer, Toronto, is looking for several new lines to handle. Mr. Clancy has a good connection, and is now agent for several first-class houses manufacturing grocery lines, especially canned goods. But as his business keeps extending he is open to handle several more lines, either for export, import or domestic trade.

SPECIAL:

Ceylon Orange Pekoes



We are offering extraordinary values, selling at 18 to 23c. goods that have always been sold at 25 to 30c.—300 chests only and cannot be replaced *Don't miss this chance*—you have never had an opportunity like it before :

Ceylon Pekoes	-	-	-	15 to 18c.
Assam Pekoes	-	-	-	15 to 23c.

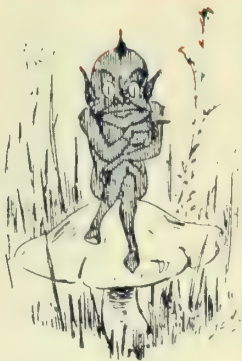
New Season's Young Hysons

All bought before recent advances. You can buy them from us cheaper than you can import.

We Remind You That

AYLMER CANNED GOODS command the highest price because they lead in quality. Consumers know this and are always prepared to pay a little more for Aylmer. We have a limited stock of Peas and Corn.

Mediterranean and Californian Fruits



**MALAGA RAISINS, VALENCIA RAISINS,
SULTANA RAISINS, MUSCATEL RAISINS.
ELEME FIGS, COMADRE FIGS.
CANDIED PEELS : YORK, AURORA and C. & B.
CALIFORNIA PRUNES, FRENCH PLUMS,
APRICOTS, PEACHES.
ALMONDS, WALNUTS, FILBERTS.**

All bought before advances and our customers get part of saving in price.

W. H. Gillard & Co.

Wholesale Grocers,
Tea and Coffee Importers

... Hamilton, Ontario.

THE secret of business success lies in offering the people the things they want.

Your trade will need the very best starch obtainable during the next three months.

LAUNDRY RUBBER STARCH

STANDS UNEQUALLED.

ORDER EARLY...

MANUFACTURED BY

C. C. COLEMAN, Waterloo, Que.

SELLING AGENTS:

ROSE & LAFLAMME, Montreal.

FIRST ARRIVAL OF NEW LARGE

LABRADOR SALMON, GREEN COD.

CANNED LOBSTERS,
CANNED MACKEREL,
CANNED CLAMS.

COD OIL. S. R. PALE SEAL OIL.

J. & R. McLEA,

23 Common St., MONTREAL.



... PUT UP ...

1-lb. glass jars, 2 doz. in case.
6-lb. tin pails, 9 pails in crate.
7-lb. wood " 6 " "
14-lb. " " " "
30-lb. " " " "

One trial order will make you a regular customer. ❀ ❀ ❀

You want the - - -
Your Customers want the

BEST

T. C. GRAHAM,
Manager.

JAMS AND JELLIES

They will get them
if you order . . .

Canada Preserving Co.'s Goods, Hamilton, Ont.

We
guarantee
Satisfaction
in every
case.

TORONTO AGENTS—

Seyler, Sanderson & Co.
28 Wellington St. West.

MONTREAL AGENT—

W. Louis Haldimand,
32 & 34 St. Dizier St., Montreal.

FACTORY—

Canada Preserving Co.

2 & 4 Pine Street,

... Hamilton, Ont.

GOLD MEDAL PICKLES AND CATSUPS



Our new "Sterling"
Brand South
Africa Relish.

In no season have we been better prepared to meet the extraordinary demands of the trade for "Sterling" Brand goods, coming from every section of our broad Dominion.

Sterling
BRAND

The shopping public everywhere have learned the goodness of "Sterling" Brand Pickles, Jams, Jellies and Marmalades, and grocers from the Atlantic to the Pacific will be asked for these goods

Take No Other Brand.



Canada's famous
"Sterling"
Brand Pickles.

This season we are putting on the market "Sterling" brand flavoring extracts. See that you have a complete line.



Make sure that your stock includes a complete assortment of "Sterling" brand jams, jellies and marmalades.



Famous "Sterling"
Brand Marmalades.

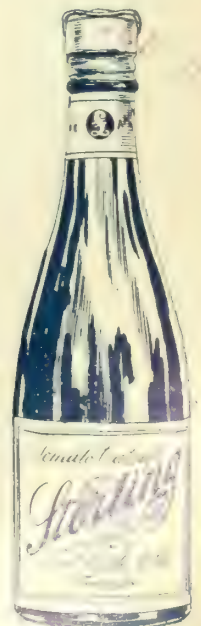
Where "Sterling" Brand Goods Are Made.
Largest Pickle Factory in Canada.

These are the goods that carried the Gold Medal at the Industrial Exhibition, Toronto, 1900.

Every grocer who has regard for the best class of trade will carry a complete line of "Sterling" Brand goods.

T. A. LYTLE & CO.

124-128 Richmond St. West,
TORONTO.



Famous "Sterling"
Brand Catsups.

TRADE IN COUNTRIES OTHER THAN OUR OWN.

SALES of 125 barrels of new and old Amalia currants were reported in New York on Saturday on the basis of 12¾c. for 50 barrels of old and 75 barrels of new at 13c. for country shipment.

Sales aggregating 1,500 cases of Southern tomatoes, 3 lb. standards, were reported in New York on Saturday on the basis of 80c. delivered. A considerable business was reported also in 3-lb. standard Jerseys at 82½c. delivered.

CANE SUGAR CROPS.

Willett & Gray say: "It is too early to estimate closely the outturn of the cane crops of the world, but our latest information is such as to lead us to expect a very heavy increase over the crops of last year. The crops which will show an increase are those of Cuba, Louisiana, Porto Rico, West Indies, Demerara, Egypt, Mauritius and Hawaii. Those which will outturn smaller are Java, Brazil and Queensland. The present indication is that there will be a net increase of 550,000 tons in the cane crops of the world. The excess in beet crops is expected to offset the deficiency in visible supplies of the world, but the increase in cane crops is likely to prove larger than the normal increase in consumption."

SHIPMENTS OF PERSIAN DATES.

As setting at rest all doubts and contradictory reports regarding the movements of the first tide shipment of dates from Persia, it was officially announced to-day that the Turkestan sailed from Bushire for New York direct on Tuesday, October 16 last, with a cargo of 75,000 boxes of dates, consigned to G. F. Nixon. Barring delay, the vessel is due to arrive here on or about November 19 next. Bushire is about 120 miles from Bussorah on the way out. Last year, according to official data, the first tide steamer for this port sailed from Bushire on October 12, arriving on November 14. It is expected that the direct steamer will beat shipments via London and Liverpool by about five days.—New York Journal of Commerce, October 20.

CANNED SALMON ON THE COAST.

A press despatch from San Francisco, under date of October 13, says: "Wrangle advises following packs of salmon: Alaska Pachon, 60,000; Klenget, 29,000; Klanock, North Pacific, 30,000; Hunters Bay, Alaska pack, 50,000; Boyer Warnock, 4,000 cases; Ice Straits, Wrangle Narrows, 12,000. All salteries packs limited only by barrels on

brand Alaska packs. Alaska Packers, Highland Landing, 60,000; Barnes, Gerard Point, 25,000; Snettisham, 12,000 cases; Yes Bay, 60,000; Forbes, Chikoot Inlet, 20,000; Lorens Ketchikan, 60,000. The Fraser river sockeye pack to the date of closing amounted to 161,450 cases, the output of 43 canneries. The largest and most valuable cargo of the season left San Francisco October 12, by the German ship Alsternixe for London. The cargo was valued at \$528,598. There were 91,096 cases salmon. The salmon was the largest shipment ever made from here. The ship Llewelyn J. Moise arrived at San Francisco October 12, from Fort Wrangle, with a cargo of 50,000 cases of salmon."

PECULIAR POSITION OF SULTANA RAISINS.

Business in Sultanas is on a more limited scale, and in some cases lower prices have been accepted. Considerations in regard to this article are much on a level with those of currants, and, with an estimated crop of 17,000 tons no improvement can be anticipated. At the same time there is room for variations, as the past has seen a fall of from 3 to 5s. in some qualities. The lowest qualities are now cheaper than Provincial currants, and the fruit is in much better condition. This position is in the highest degree exceptional; in fact, it may be said to have never occurred before, and, in all probability, will not last very long, but the position at present is that good, sound, old dark Sultanas can be bought at 45s. and 46s., whereas sound old Provincial currants are worth 50s.—Produce Markets' Review.

THE CURRANT SITUATION.

During the past week transactions in currants have been limited in extent. The dislocation in trade usually connected with a general election, reacting through the consuming markets on the central one, probably accounts for this to some extent, but a more important factor is that the heavy supplies of the season are now at hand. A great proportion of the cargoes of the steamers now just about arriving has already been sold, and the knowledge that speculators had to receive these goods, mostly bought at or near the present level of high prices, caused some apprehension to be felt as to whether all engagements would be fulfilled. The liquidation, however, has now in great part been effected, and in all cases without any hitch. So far as supplies are concerned, the position of the market may now be considered as an ideal one. There will be, during the next

week, an ample supply of all qualities of currants available for distribution, just at the time when the demand is heaviest; and, at the same time, when all existing engagements have been fulfilled, Greece, the producing country, will have practically disposed of the whole crop of 1900, together with the remnant of that of 1899. Thus, instead of the uncertainty as to the future, which must always be felt with a stock of some 100,000 tons remaining unshipped at the end of October, the trade this year has a perfectly clear position before it, and the demand can arrange itself with the knowledge that the quantity of currants available for the United Kingdom is definitely known.—Produce Markets' Review, October 6.

THE UNITED STATES TOMATO PACK.

The Trade, Baltimore, Md., says: "It is developing almost as a certainty that tomatoes will not amount to an average pack in quantity. Thus a well-informed packer, one who is in a position to have unusual facilities for information, writes of the tomato pack in Indiana as follows, under date of October 5:

"The tomato pack of Indiana is closed without a frost. After computing gallons and 2's into 3's, the total will show a pack not exceeding 45 cases per acre. An average pack in this State, one year with another, is over 90 cases per acre. We estimate the total pack at not more than 600,000 cases, and less than 100,000 cases unsold."

"In other words, Indiana, which is of all States in the West the tomato packing State, has but half an average pack, and even of what she has gotten, five-sixths of it are already sold and presumably gone into consumption. This is not doing much better than Indiana did last year, when she was compelled to make a strong call on Maryland to eke out supplies. And Maryland has no surplus to spare this year in tomatoes.

"Therefore, tomatoes can be reckoned on to hold their present value strong all through the winter; and the packers can confidently count on a very heavy demand for futures in the early months of next year.

"As comparing Maryland's condition in this respect with Indiana, we have before us the report of an Eastern Shore packer, who runs two factories in different counties, who reports as follows: He planted the same acreage in amount in 1889 and 1900, viz., 425 acres; in 1889 he got from his crop 129,000 No. 3 cans, and from the same acreage in 1900 he got but 70,396 No. 3 cans, a considerable falling off as all will agree—but little more than half a crop."

Tartan

BRAND

Canned Vegetables

“ Fruits

“ Salmon

Coffees Package Teas

Soaps

Spices

Baking Powder

Extracts

TARTAN BRAND goods are a guarantee of quality.

TARTAN BRAND goods are the handsomest packages.

TARTAN BRAND goods are the most attractive to customers.

TARTAN BRAND goods are trade-winners.

TARTAN BRAND goods are guaranteed.

We Stand Behind The Guarantee.

BALFOUR & CO., Hamilton

Fruits Fruits Fruits

Our stock is well assorted and we have many other lots yet to arrive.
Have your choice now and select the best fruit at the lowest price.

New Currants—Fine Filiatras—barrels, cases and half-cases.

New Currants, cleaned, in cases and half-cases.

Valencia Raisins, best brands, f.o.s., selected and Imperial 4-crown layers.

Bevan's Table Raisins, in boxes and quarter-boxes,

BULL, TIGER, LION and ELEPHANT CLUSTERS.

Eleme Figs—finest layer figs in large and small boxes.

Tarragona Almonds, *Figs in Tapnets*, *Shelled Almonds*,

Pure Grenoble Walnuts, *Shelled Walnuts*,

Griffin & Skelley's California Prunes, "Princess" Brand, in
5-lb. tins., finest quality.

Prunes, Griffin & Skelley's California, in 25-lb. boxes, 30 40
to 90/100.

Prunes, Oregon. Quality is fine, 25-lb. boxes, all sizes.

Dufour French Prunes, in 28-lb. boxes.

Sicily Filberts, in bales.

Peels—Lemon, Orange, Citron—Corsican drained. Batger's ½
and 1-lb. cut mixed.

Evaporated Apricots, Peaches, Pears, Nectarines.

Malaga Loose Muscatels, 3-crown, 50-lb. boxes.

California Loose Muscatels, 2, 3 and 4-crown.

California Seeded Raisins, in 1-lb. cartons, choice and fancy.

In Teas, we have one of the largest stocks in the Dominion, Japans, Blacks, and Green
Ceylon, Gunpowders, in half-chests and packages.

Write us for Samples and Prices.

We are Sellers.

L. CHAPUT, FILS & CIE.,

WHOLESALE GROCERS
AND TEA IMPORTERS,

 MONTREAL.

We Represent the following European and American Firms:

Gonzalez Staub & Co., Cognac—Fine Brandies.

Boulestin & Co., Cognac—Fine Champagne Brandies.

J. Prunier Co.—Very good Brandies.

Dandicolle & Gaudin, Limited, Bordeaux, and London, Eng.—Table Delicacies, Wines, Liquors and Cordials ; Cherries, Fruits and Preserves ; Peas, Sardines and Vinegar.

Dubonnet, Paris, France—Quinquina Wine—the best tonic and appetizer.

C. Dervos & Co., Cognac—Grands crus de la Charante Brandies

James Ainslie & Co., Leith, Scotland—Famous Scotch Whiskies—
“Glenlion” Brand, as supplied to the Royal Navy.

P. Hoppe, distiller, Schiedam—Celebrated Night Cap Gin

P. Hoppe, distiller, Amsterdam—Fine Holland Liquors in ordinary and fancy bottles.

E. Martinazzi & Co., Torino, Italy—Famous Italian Vermouth

Greenbank Alkali Works, St. Helens and Liverpool, England—
Manufacturers of Lye, Caustic, Soda and Potash, Chloride of Lime.

Sole proprietors of the celebrated registered brands of Japan Teas: “Beaver,”
“Owl Chop,” and “Owl Ceylon” in packages.

Representatives of the “Bee” Brand Ceylon Teas in packages.

Williams Bros. & Charbonneau, Detroit, Mich.—Fine Pickles and Jams, Sauces, Preserves, Mustard, Catsup, Horse Radish and Waldorf Baked Beans—plain and Tomato Sauce.

Aunt Abbey's celebrated Cooked Rolled Oats, manufactured by *Steward & Merrian, Peoria, Illinois.*

We are always at your disposal to furnish you with information and quote prices. It will pay you to get our quotations. Our stock is the most complete in every line.

L. Chaput, Fils & Cie.,

Wholesale Grocers,
Tea Importers,

MONTREAL.

Oranges
Fruit
and
Sugar



KNOWN EVERYWHERE.
USED EVERYWHERE.
LIKED EVERYWHERE.

UPTON'S

Marmalade

Jams and

Jellies

Satisfaction and Profit.

SOLD BY ALL WHOLESALE GROCERS.

A. F. MacLAREN IMPERIAL CHEESE CO., Limited,
TORONTO,
Selling Agents.



Staunton

Wall Papers

FOR 1901 TRADE.

We can count many grocers amongst our customers who have proved wall papers a profitable side line, and the idea is growing. If you do sell wall papers already, you'll want to see the "Staunton" line, if you never have sold them and want to, you ought to see the Staunton line for it's the most beautiful, most salable, and most attractive-priced line we've ever put on the road. See our traveller or write for samples.

M. STAUNTON & CO., Manufacturers. **TORONTO.**

THE RETAIL PRICE OF JAPAN TEA.

THE stocks of Japan tea in Canada are lighter this fall than they have been for some years. From the opening of the season prices of Japan tea at the primary markets have been high. This has been chiefly caused by an abnormal demand from the United States, where the heavy stocks laid in before the duty was levied three years ago have been exhausted and where a large supply is now wanted.

It has been known also that the crop would be short; and now we are assured that the shortage will amount to 10 per cent. of the total output of 40,000,000 lb. With this contingency in view, American buyers rushed prices up at the beginning of the season, and, although there have been numerous bears, values have been well maintained.

In Canada, particularly, has the bearish attitude predominated. Dealers have refused to buy, and, in consequence, we find to-day that all stocks of Japan tea are light. To September 15, 1900, we have imported into Canada:

	Lb.
From Yokohama	3,191,315
From Kobe	611,132
Total	3,802,948
Same time last year	7,304,845
Decrease	3,501,897

At the same time the increase of shipments into the United States amounts to 1,835,866 lb. over last year, and at the present moment prices are ruling 3 to 5c. higher than last year's values on mediums and good mediums.

The question is naturally asked: If American buyers were eager to buy why did Canadian dealers not also lay in stocks? Why did they wait in a rising market till the teas were all bought and till they could be held, as they are now being held, for further advances? The answer seems to be that, at the advance, medium Japans cannot be sold at 25c. per lb. to the Canadian consumer. When mediums were worth 14c. per lb. to the jobber, as they were last year, he could wholesale them at 18c., and the retailer could sell them at 25c. per lb. for a reasonable profit. But now these teas are worth 17 and 18c. per lb. to the wholesaler. He must sell them for 21 or 22c., and the retailer, to sell them at a

profit, has to charge 30c. The difficulty is to change the retail price from 25 to 30c. per lb. in face of the competition with package teas. Importers would like to see it done, and it perhaps would be a good thing for all concerned, except the consumer, if it could be worked satisfactorily.

As it was last year, there was nothing in the business for the importer or the shipper from Japan. This year the Japs have refused to consign to Canada.

Canadian importers had to hold teas over from last fall to this spring for the advance, so they are not again taking the risk this year. With this increased price assured by the sale of tea at 30c., however, it is likely they will return to the trade. At the 30c. rate there would be an increased profit of 5c. to be distributed between importer, wholesaler and retailer.

But the difficult thing is to get 30c. Ordinarily it would be easy to advance a 25c. article 5c., but when 25c. per lb. package teas are in competition the attempt to raise the price from 25 to 30c. is a difficult matter. As yet the wholesalers and retailers have not attempted to do so, for they are still working off their old supplies, but when these are exhausted the question must be decided.

Keep Right On Experimenting

with new brands of
Cigars—that's your privilege. It costs you good money
though and the loss of many customers. I am just as sure
that sooner or later you will send for a trial order of my
Cigars as I am that the sun will rise to-morrow morning.

History is only repeating itself in your case—you are one
out of a few grocers in Canada who are not selling my
"Pharaoh," 10c., my "Pebble," 5c., and my other brands.
If you are in the mood for it you might drop me a line to-day
and put an end to this "experimenting"—doubt—uncertainty.

J. Bruce Payne, Cigar Mfr.,
Granby, Que.

Lamps and Lamp Goods

We have a better line than
ever of good goods at a fair price.

You get value for every dol-
lar's worth you buy from us.

Write for Prices, Illustrations, etc.

**Gowans, Kent
& Co.**

**TORONTO and
WINNIPEG...**

COLEMAN'S

Established 1868.

SALT

"Educate your customers in regard to quality."

This is especially true with regard to Salt. You want your customers to buy Salt that will bring them in a good return—by producing the finest butter and cheese. You likewise desire to sell Salt to housekeepers that will not set hard in the salt cellar or dredger, and that possesses the pure, sparkling, white color that first-class Salt alone can have.

Educate them thoroughly by advising them to buy Coleman's or Rice's Salt, and the results will give them confidence in your judgment forever after. **These Salts are pure—they do not cake—certain to please.**

RICE'S

Address :

R. & J. RANSFORD
Clinton, Ont.

SALT

Look into the Past !

Let the growth of the public's confidence in the high quality of the two standard brands we name below convince you of the value of permanent trade, which, we take it, is what you are after. Look into their past for a moment. Ask yourself fairly and squarely if there is any *cause without good reason for it !* And then—be convinced of the wisdom of buying *standard goods. Be guided by those who know !*

"Hand-in-Hand" Brand Bi-Carb. Soda.

Let the reputation of the makers of the "Hand-in-Hand" Brand Bi-Carb. of Soda stand for its **full worth** when you order Bi-Carbonate of Soda.

If you want a pure, strong, white Soda, with 98 50/100 of pure Bi-Carb. of Soda in it, get the "Hand-in-Hand" Brand, made by the United Alkali Co. of Great Britain. **Be guided by those who know !**

The "Griffin" Brand California Fruits.

The Griffin & Skelley Co. are growers and packers—their goods come to you at first hands. The high, unvarying quality of their canned fruits is a standard from which the quality and packing of all other brands are judged.

The labels used on their cans are in perfect keeping with the perfection of their fruits—peaches, apricots, pears, etc. As an attractive shelf ornament for the high-class grocer the goods are beyond compare.

ARTHUR P. TIPPET & CO., Agents,

8 Place Royale,
Montreal.

23 Scott St.,
Toronto.

THE WATSON, FOSTER CO'S

1900-1901 LINE.

IS STILL COMPLETE

IN EVERY GRADE, STYLE AND EFFECT
NECESSARY TO A WELL APPOINTED

WALL PAPER BUSINESS.

NO COMPETITION, DOMESTIC OR FOREIGN,
HAS THIS SEASON INFLUENCED OUR ABILITY
TO MEET THE MOST EXACTING DEMAND IN
ALL THAT IS GOOD IN APPLIED ART AND
DECORATIVE EFFECT IN WALL PAPERS.

OUR GOODS RETURN A PROFIT WHEN SOLD
AND CONTINUE AN ADVERTISEMENT WHEN
HUNG. - - - - -

THEY HAVE MADE OUR BUSINESS A SUCCESS.
THEY WILL MAKE YOURS. - - - - -

THE **WATSON, FOSTER CO.**
LIMITED
MONTREAL.

We Want to sell you Paper The Rochester Lamp Co.



Some of
our
Specialties

Heavy Sugar Bags (Red and Yellow)
Grocers B. Manila
Spool Cotton Twine (Variegated Colors)

ANYTHING IN PAPER WE HAVE.

DOUGLAS AND RATCLIFF

34 CHURCH STREET, - - - TORONTO
'PHONE 1773.

of Canada.

24 Front St. West TORONTO.

Carry in stock a full line of

LAMPS

for all purposes.

Lamp Chimneys, Gas and Electric Shades and Globes, Crystal and Decorated Glass Lamps.



No. 19 Parlor Heater.

Our No. 19 Parlor Heater is a perfect Oil Heater, and will warm a room 15-feet square in cold weather.

Write us—we are always gladly at your service.



IT PAYS TO PUSH THE SALE OF

St. Charles Cream

Absolutely the best of all.

The very remarkable increase in the consumption of St. Charles Cream the world over proves the value of this brand to the retail grocer.

No stock is complete without it.

A coupon worth saving is packed in each case. Write us for prices and advertising matter.

JAMES TURNER & CO.

Wholesale Grocers.

HAMILTON, ONT.

RISING SUN
STOVE POLISH and **SUN PASTE**
STOVE POLISH

CAKES
WELL KNOWN AND RELIABLE.

IN TINS
GUARANTEED TO THE TRADE

DURABLE AND ECONOMICAL
3000 TONS SOLD YEARLY

SUN PASTE
STOVE POLISH.
DUSTLESS, LABOR SAVING,
BEST IN THE WORLD.

Our packages are larger and more attractive in style than any others.

The quality of our goods is superior to anything else on the market.

MORSE BROS., Proprietors, Canton, Mass.

For sale by all Wholesale Grocers; also the McClary Mfg. Co., London, Montreal, Winnipeg, Vancouver and Toronto.



SELF-SEALING JAR PACKAGES.

Editor CANADIAN GROCER,—Your fine periodical is O.K., but we sometimes think it might be more assistance to the retailer if used in the right way, viz., as a medium to ventilate our grievances, and to assist us to remove them.

For instance, the retailer has a bona fide grievance in the very inferior packing or crating of self-sealers.

Now, we have to buy this line of goods early when the retailer is unable to judge whether there will be a full fruit year or a lean fruit year. Consequently, to be on the ground floor, he buys, as a rule, for a full fruit year.

If it happens to be a lean year he will have to carry over half of his jars. This is the point. It has been very exasperating to us to find in too many crates one to four sealers broken, and also to have to replace to customers upon whom we could rely more often three than less.

Now, the reason is improper packing. The manufacturers have sacrificed the retailer's profit for the sake of a cheap product to the consumer. Let them put up a proper package and we will have a chance to make a little profit anyway.

The wooden slat in the crate is no good. It must go, and now is the time for the retailer to kick for 1901 in the columns of your publication.

Mine is not the only case. My neighbor complains as I do, and of a different shipment.

We received a small shipment this year packed in cardboard sections, like egg sections. These came better, but we must say the cardboard ought to be three times as thick and to stand higher in the crate, then we will have some show to make a

profit, as it is the poor packing which causes us the loss.

Again, jars are evidently not inspected when they leave the factory. The top of the jar is often imperfect and frequently has a hole in the thread.

As the profit is not large, we feel bound to bring it before your readers for redress, and that some friendly action be taken to induce the manufacturers to put up a better package. If it costs more to do so, the retailer is willing to pay it for the sake of a safety package of some kind.

Remember O'Connell's maxim, to "agitate, agitate." If we do not protest in this matter we will have to put up with breakages in the future. As the matter can be remedied by representing to the factory that we want a better package and are willing to pay the extra cost, there ought to be no difficulty whatever.

I would suggest that the cardboard section be made three times as thick and twice as high, then, I think, we would have a safety package.

E. BEATTIE.

Highgate, Ont., October 5, 1900.

[REMARKS.—The subject referred to by Mr. Beattie is an important one, and THE CANADIAN GROCER takes pleasure in throwing its columns open for its further discussion.—THE EDITOR]

A FINE DISPLAY.

In his advertisement in this week's CANADIAN GROCER, Mr. E. D. Marceau makes a fine display of his trade-mark and special registered brands of coffees, spices and teas. It is quite an imposing array.

CHARCOAL AS A FUEL.

Hamilton & Co., charcoal dealers, Toronto, whose advertisement appears in another column, are the firm whose enterprise and vigor contributed so largely to the general introduction of charcoal as a domestic fuel into Toronto. They are now in a position to supply dealers at outside points. Correspondence is solicited.

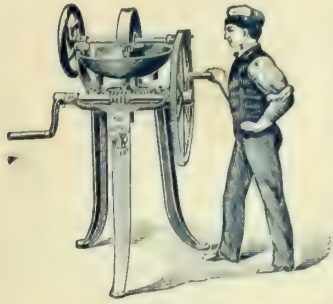
PURE VS. ADULTERATED PEPPER.

As a rule a manufacturer of any line of goods is protected from dishonest competition in the readiness with which a consumer discovers the real value of the inferior article, thus enabling the maker who puts up a consistently good article to win a reputation of great value. But this does not hold true equally in all cases. In pepper it is particularly difficult to detect adulteration. Mayell & Co., Toronto, in referring to this fact the other day, stated that the most common method of adulterating pepper is to mix with the whole pepper berry or seed the pepper shells. As these shells are composed of 40 to 75 per cent. of foreign matter this becomes a serious loss to consumers, but it is held that some manufacturers of pepper sell ground pepper in which these shells have been mixed as pure pepper, arguing that pepper shells are pepper.

The fallacy of their argument may be readily seen. But how their action interferes with such firms as Mayell & Co., who sell only the pure article as such, may be understood when it is known that the adulterated article is sold as pure at prices below what the wholesale dealers can import whole pepper in large quantities for. Practically the only way the trade can depend on getting pure pepper is to pay the standard price, and to buy only from houses that are known to be honest, who sell pepper mixed with shells as "compound pepper."

THE ORANGE CROP OF FLORIDA.

A conservative estimate of Florida's orange crop this year places the yield at 1,000,000 boxes. An extra large yield will be had in Manatee, Hillborough and De Soto counties. The groves are in a healthy condition, and within two weeks the fruit will begin to be marketed. Before the freeze in 1895, when the yield was 5,000,000 boxes, they sold at 50c., but this year the average price per box is \$2.

SAUSAGE MACHINES.

7 Sizes.

**Best Meat Cutters in the
World at special low prices.**

We make all machines used by Butchers.

REFERENCES

Park, Blackwell & Co., Lindsay, Ont.
Geo. Klein, Berlin, Ont.
Ingersoll Packing Co., Ingersoll, Ont.
Jones E. Rowatt, Sudbury, Ont.
Canadian Packing Co., London, Ont.
M. O. Halloran, Lindsay, Ont.
Brantford Packing Co., Brantford, Ont.
John Sly, Montreal, Que.
Geo. F. Fisher, Montreal, Que.
John Bros., Victoria, B.C.
Kobold & Co., Winnipeg, Man.
J. Rhodes & Co., Brockville, Ont.
T. Eaton, Toronto, Ont.

JOHN E. SMITH'S SONS, Buffalo, N.Y., U.S.

E. W. B. SNIDER

MILLER

ST. JACOBS, ONTARIO, CANADA.

Manufacturer of

ONTARIO AND MANITOBA

HIGH-GRADE FLOURS

"Graham Flour and Wheat Gritz a Specialty."

Manitoba will be mixed with Western Wheat as desired.

MILLS AT

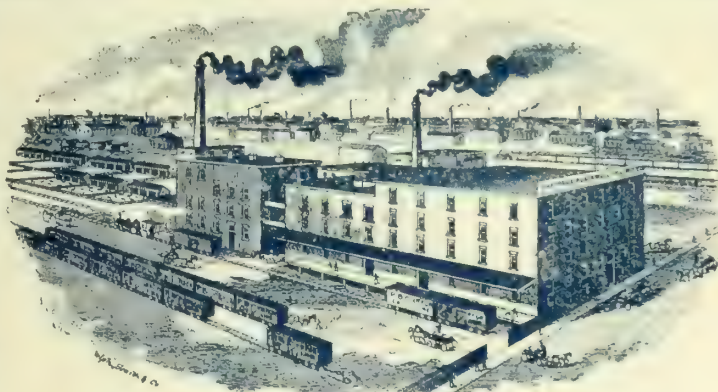
St. Jacobs, Ont. — Special Brand — Walker — high grade — Western Patent
New Dundee, Ont. — Special Brand — Bell — high grade — Western Patent

WOODILL'S

German Baking Powder

OVER 40 YEARS AGO

was placed upon the market and has, in every report on Baking Powders issued by the Dominion Government, been classed among PURE CREAM OF TARTAR Baking Powders. It deservedly commands the public confidence.



PACKING HOUSE, QUEENS WHARF.
TELEPHONE N9 1608.

Mess Pork
Short Cut Pork
Plate Beef

CREAMERY BUTTER
DAIRY BUTTER
CHEESE

New Long Clear Bacon
New Roll Bacon . . .
New Sugar Cured Hams

LOWEST PRICES TO THE TRADE.

THE PARK, BLACKWELL CO., Limited

Pork Packers and Provision Merchants

TORONTO.

Car S.P. No. 69309, consigned to us, left Fresno on the 19th instant, via C.P. & U.P.Ry.,
C.M. & St.P. and G.T.R. with

1,000 BOXES

"Chateau Brand" California Three-Crown Loose Muscatel Raisins

This lot is to fill our orders for 1,000 Boxes Campuzano Malaga Fancy
Three-Crown Loose Muscatel Raisins.

On the 13th instant we received a LETTER COMMUNICATION from M. Campuzano, of Malaga, Spain, conveying the information that it was utterly impossible for him to fulfil his contract with us, or any portion of it, for the 1,000 boxes Malaga Fancy Three-Crown Loose Muscatel Raisins he sold us on the 31ST AUGUST for shipment in October.

Mr. Campuzano alleges, in support of his action, that this year's small crop of Malaga Raisins has been considerably damaged by rain, and that he prefers abstaining altogether from executing his orders, rather than to ship goods not up to his Standard of Quality and susceptible to not keeping. He claims that this is a case of "FORCE MAJEURE," for which he cannot be held liable, and which relieves him of the obligation of living up to his engagements.

These contentions, of course, are subject to discussion and will be dealt with on their merit in the suitable way, but our buyers cannot wait the issue of this matter to get their orders executed. Neither do we ask them or expect them to do so.

As we always deliver what we sell, equal or better, regardless of the conditions in which we are placed by uncontrollable circumstances, or by the unfaithfulness of our sellers in filling their contracts, we only ask of our buyers to accept at the same price Three-Crown Californias, instead of Campuzano's Loose Muscatels, which we cannot deliver at present, for the above imperious reasons.

Our sales of Campuzanos were made at prices ranging from 8c. to 9c., according to market fluctuations, and California Three Crowns have not cost to import this season less than $8\frac{3}{4}$ c.

Somebody is going to lose money on this operation, but you are not, and you never will in any similar occasion when dealing with Hudon, Hebert & Cie.

1899 Crop Malaga Raisins... *In Splendid Condition*
Can hardly be told from New Season's

Bevan & Co's Royal Buckingham Clusters	-	-	-	\$3.40
Bevan & Co's Royal Buckingham Clusters, 20 1-lb. cartons,				4.00
Bevan & Co's Imperial Russian Clusters	-	-	-	4.50
Bevan & Co's Excelsior Windsor Clusters	-	-	-	4 50
Elster's Excelsior Clusters	-	-	-	4.50

Ex Dominion Line Steamer "LYCIA," from Bristol

A shipment of J. S. Fry & Sons' **CHOCOLATE AND COCOA** consisting of 80 cases
of 112 lbs. or

FOUR TONS.

Hudon, Hebert & Cie., Montreal

PRESERVED FOODS: THEIR PREPARATION AND NUTRITIVE VALUE.*

By Dr. Goodfellow.

THE preparation of food is of paramount importance to the human race.

As the living units gradually congregate in special spots on the world's surface in immense numbers, and as the food-producing districts are unequally distributed over its area, it follows that in the future the surplus of available food in the prolific seasons of the year will require to be preserved for use in the famine seasons and for the maintenance of those who live in crowded countries incapable of producing locally the food required for the people living within their boundaries. There can be little doubt that reliable preservation of food, combined with rapid transport, will be the means in the far future by which the world's inhabitants will be fed. I need scarcely dwell on the importance of food preservation to Governments. It is the only practical method of feeding an army, and must always form the backbone of the commissariat.

IT IS A MATTER FOR REGRET

that, owing to recent revelations, many kinds of preserved foods have been looked upon with suspicion, and there is a common notion that they are not nutritious, and, in fact, dangerous foods. It is partly my endeavor to-night to remove these suspicions, and to show you that preserved foods lose little, if any, of their nutritive properties under the process of proper manufacture. With a view of thoroughly investigating the modern methods of preserving, and making my information as reliable as possible, I placed myself in communication with a well-known English preserving firm, who, solely in the public interest, heartily entered into my project, and placed the whole of their immense factories at my disposal. The decay of all food is due to the growth, in or on the food, of small living motes known as microbes. These microbes are exceedingly minute, and, when they find a fitting soil (food is a good soil) in which to grow, they develop in immense numbers very rapidly and set up a series of changes in the food, accompanied by the production of gases of foul odor, to which we give the name of putrefaction. In order, then, to properly preserve food, it is necessary to: 1. Destroy the putrefactive germs in the food. 2. To prevent the access of germs to the sterilized food. By modifying the food so as to make it a less favorable medium for the growth of germs, we also, to a certain extent, preserve

food, as in the coagulation of the albumen of meat during the cooking process. By the addition of certain bodies inimical to the growth of the putrefaction germs, food may be preserved. Such bodies are termed antiseptics, and include salt, boracic acid and salicylic acid.

IF FOOD BE KEPT

under conditions unfavorable to the development of the germs it may be kept good for long periods; and the method of carrying carcasses in frozen chambers or in chambers containing circulating sterilized air come under this category. I am, however, mainly concerned to-night in the first method whereby the germs are first destroyed in the food and access of air, which is always laden with microbes, entirely prevented. The germs in the food are destroyed generally by cooking, and the food, while still hot, is packed in tins or jars with gelatine or fat and hermetically sealed. The following is a brief account of the fundamental principles of the process: The food is cleared of all offal, and in many cases, of bone, so that only the actual digestible portions are utilized. The food is then subjected to the cooking process by means of steam and placed in tins with gelatine or fat. The object of adding gelatine is to completely fill the spaces in the tin, as it is essential that no air should linger in the tin. The lid containing a pin-hole is now soldered on, and the tin placed under the influence of heat up to 212°F, the pin hole being free to the air. The moisture of the contents of the tin is converted into steam which blows through the hole in the lid with considerable force carrying all air with it. When the steam is seen beginning to cease its escape a drop of solder closes the hole and the operation is complete.

THESE FUNDAMENTAL OPERATIONS

secure: 1. Sterilization of the food, as the germs are destroyed at 212°F. 2. The expulsion of air from the contents of the tin. 3. The exclusion of air from the tin. It is clear that under these circumstances the food cannot putrify and will keep wholesome for long periods. There are many modifications of the original method. Sometimes the food is put in raw and cooked in the tins. In other cases oil is employed as the preserving medium, as in sardines. Again, thick layers of fat are used to exclude the air, as in potted meats and chicken and ham rolls, but every modification must secure the objects mentioned previously. In tins, as the food cools so it contracts, and

the pressure of the external air drives in the ends so that they become slightly concave.

HOW TO CHOOSE TINS.

1. Only choose those which bear the name of reputable firms. The recent revelations in the police courts emphasize the importance of this. Tins which only bear the brand and not the name of the manufacturer are best left alone. The name of a reliable firm is a good guarantee that at least wholesome food was employed in the first instance, and every reasonable care taken in the preparation. 2. Choose tins with concave ends. If the tins bulge ever so slightly it indicates that gas has been generated inside the tin by prefactive changes, and gradually forced the ends outwards. 3. In cases of potted meats, chicken and ham rolls, etc., always ask to be served from the latest delivery.

HOW TO USE PRESERVED FOOD.

When the tin is opened empty it completely into a dish. Never allow the contents to remain in the tin for subsequent use, as it may lead sometimes to a slight solution of metallic substances, owing to oxides being formed by the action of the air, and the subsequent formation of compounds by the action of the acids on the contents. Always examine the contents after removal from the tin by the sense of smell. The slightest unpleasant odor should condemn the food. This is most important, for poisons, termed ptomaines, are formed in putrefying food, which are most deadly in their action. The contents of the tin should be eaten fresh if possible, as they are more prone to decay than fresh meat. If these simple precautions were adopted we should hear no more of the ill effects of preserved foods which occur now and again through carelessness in choosing and lack of examination. But the public may rest assured that there is no more danger in eating properly preserved foods than in eating fresh meat if only a little common sense is exercised in their selection and examination. I have examined some hundreds of various kinds of preserved foods from the stock of reputable firms, and in no case have I met with a sample which was unfit for human food, and the specimens ranged from stewed kidneys and beefsteak to turbot, herrings and haddock.

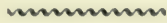
I may now pass on to the important point of nutritive value, and here preserved foods win all along the line, as far as actual weight of nourishment is concerned. Of course there is a slight loss of flavor in some cases, and in certain kinds of preserved food there is a slight loss of blood salts, but these differences are so slight as to render them unimportant. I have been at some pains to demonstrate the comparative value of fresh and preserved foods, and with this

THE ❀ ❀ ❀

OXOL

Fluid Beef Coy's

preparations are becoming more popular every day, their palatable flavor and rich nutritious qualities are constantly securing new patrons, who, when once they have used **OXOL**, will not take any other brand.



Oxol Fluid Beef Co'y,
MONTREAL.



QUALITY..



When a salesman talks price to you

Ask him about QUALITY

When he talks quantity . . .

Ask him about QUALITY

When he talks merit to you . . .

Ask him about QUALITY

That's the _____

STRONG POINT

in

Colman's Mustard

Ogilvie's Hungarian

Ogilvie's Glenora....

All BAKERS and GROCERS handling this Flour exclusively are making money.

Superior Quality
Always Good

view one of our leading preserving firms kindly supplied me with the fresh food and also the preserved form. These I carefully analyzed, and I have pleasure in bringing the results before you in a few typical examples :

Stw'd Kidneys. Fresh Kidneys.	
Water.....	48.52 52.63
Proteid (Flesh forming)....	47.52 33.48
Fat	.89 1.08
Ash.....	1.95 1.89
Waste	1.12 1.02
	100.00 100.00

An advantage in favor of the preserved specimen of about 15 per cent.

Fresh Beefsteak. Stw'd Beefsteak.	
Water	50.69 50.35
Proteid (Flesh forming)....	34.10 37.60
Fat	10.32 7.32
Ash.....	4.89 4.73
	100.00 100.00

An advantage of almost 3.5 per cent.

Fresh Herring. Presd. Herring.	
Water.....	48.89 47.82
Proteids.....	34.34 42.83
Fat	5.73 5.01
Ash.....	2.95 3.02
Waste	8.09 1.32
	100.00 100.00

An advantage of over 8 per cent. in favor of the preserved food. These samples will suffice for my purpose, and show that preserved food is certainly not inferior in actual nutritive constituents to fresh food. Where there is a gain the result is due to the fact that, in the preliminary preparation of the food for cooking, the waste and offal parts, sometimes including fat, is removed; and sometimes to the lower quantity of water present. A very suggestive fact is that fresh

codfish and turbot are now being preserved as well as cooked herring, mackerel and haddocks. Remembering the practically inexhaustible supplies of the ocean it is a matter for congratulation that means have been found to preserve the vast surplus of fish caught in the season which formerly lay rotting on the land as manure, and at the best only served as food for the time being for the country off the shores of which they were caught, but can now be kept for supply all the year around and for export to our colonies. I do not, of course, advocate the use of preserved food in preference to or in the place of fresh food, but I very earnestly say that it forms a very wholesome supplementary article of diet at once cheap and nourishing, and in view of the low rate at which it is sold is deserving of the attention of the people; besides giving us a greater variety of diet in seasons when many fresh foods are not in the market.

The army rations which I examined in my investigations for this lecture, are of a very interesting nature, and show what can be done in the direction of perfect diets in the preserved form. And the health of our army in South Africa is splendid testimony to the efficiency of the rations, as millions of these have been supplied to the Government for the commissariat. They consist of beef with correct proportions of such vegetables as carrots, potatoes, onions and beans. They may be eaten cold, but preferably they are heated in the closed tin for 30 (thirty) minutes in boiling water or 10 minutes over a camp fire. The following is a typical analysis, compared with the standard diet, the proportions being given in percentages of dry food :

	Army ration.	Standard.
	average.	diet.
Proteid (flesh-forming).....	21.6	20 parts.
Fat.....	11.2	12 "
Carbo-hydrates (producing).....	63.4	64 "
Salts	3.8	4 "
	100	100

From these analyses the average ration is practically a perfect diet.

I hope, in conclusion, that I may have succeeded in interesting you in this far-reaching subject, and removing any prejudice against properly preserved food, and at the same time if you have gained any knowledge on the proper selection and use of such foods, I am amply repaid for the time and labor involved in the preparation of this lecture.

GOING BACK TO A CASH SYSTEM.

Lumsden Bros., wholesale grocers, Hamilton and Toronto, have tried the net cash and the credit systems of trading and have decided to adopt a system different from either of these. The net cash was the most satisfactory of the two, but it was open to the objection that many customers who bought at net cash prices did not pay as promptly as they should, they buying at net cash prices and paying in a credit system time. The system Lumsden Bros. now propose adopting is to have short dates and large discounts. The effect of this will be to put the buyer who pays within the first date at such an advantage over any who take a lengthy time to settle their account that all customers will naturally make a big effort to get the big discount offered. Meanwhile, this firm is experiencing a steady extension in the demand for their "Social" tea, and for their coffee and baking powder, which they are selling under the coupon system.

HIGH-CLASS GOODS COMMAND SALES.

This is an old and tried maxim in the grocery business. When a grocer takes up a line of Hams and Bacon it is to his interest to be very careful in his selection. Inferior goods will kill his trade, while the best brands will help him to build it up.

We invite the most critical examination of the **BOW PARK** line of **PORK PRODUCTS**—absolutely pure, delicious in flavor—cured by a special process in the best equipped factory in Canada. May we quote you?

Brantford Packing Co.,

-

Brantford, Ont.

THE DAVIDSON & HAY, LIMITED, WHOLESALE GROCERS, TORONTO, ONT.

A HALIFAX WHOLESALE GROCER.

The advertisement of Chas. H. Harvey, Halifax, in this issue, appeals directly to buyers of West Indian coffees, pimento, ginger, lime juice, cocoanuts, etc. In addition to a regular whole sale grocery business, Mr. Harvey carries on an extensive importing business in these lines. A shipment of 300 sacks of pimento is expected by him in a few days. Correspondence is solicited from any of the trade interested in these goods.



Batty & Co.

ESTABLISHED 1824

LONDON.



OLIVES
AND
PURE
OLIVE
OILS.



INDIAN
CURRIES
AND
CHUTNIES.

Makers of High-class

PICKLES
OF
ALL KINDS.



SAUCES
OF
ALL KINDS.

THREE REASONS WHY ALL
GROCERS SHOULD SELL

Hamilton's Charcoal.

- 1st.—It is the only Charcoal on this market that is made in Canada.
- 2nd.—It is a superior article to any importation.
- 3rd.—We introduced its use for domestic purposes, and first placed it on sale with the Grocers.

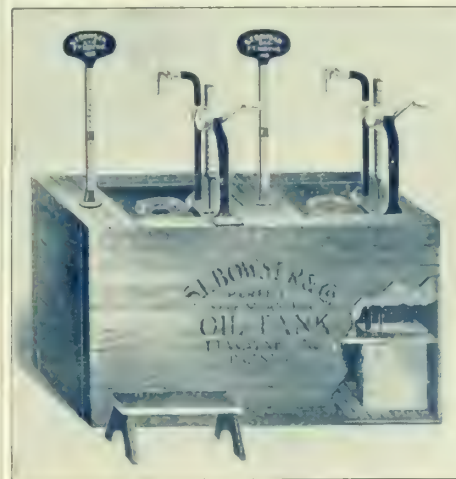
HAMILTON & CO.

Telephone 414.

Toronto.

FOOT OF SPADINA AVE.

Emerson, the Philosopher



THIS CUT SHOWS

Our Double First Floor Outfit
FOR

..HEAVY OILS..

These tanks are built with a "pocket" in which the pump stands always submerged in oil, hence there is no "sticking" or "gumming." Accurate GALLONS, HALF-GALLONS AND QUARTS. They will handle Varnishes, Raw and Boiled Lin seeds, Turpentines, Fillers and Non-Lubricants generally to your entire satisfaction. Catalogue free. Send your address.

We "To feel that our efforts are appreciated is the sweetest part of life." The Good, Gray Point's words are true. Appreciation is sacred when it comes to our flattery, but as an honest merchant we submit the following:

FORT WAYNE
DRUG CO.

Drugs, Varnishes
Oils,
Chemicals and
Sundries.

FORT WAYNE, IND.
May 17, 1904

S. F. BOWSER & Co.,
Fort Wayne, Ind.

GENTLEMEN, We are pleased to say that the Fifteen Oil Tanks which we have in first class condition after being used over a year. All of these have rendered excellent service. We would be at a loss if it were impossible for us to duplicate any order for these goods. We cannot understand how any house can call themselves well equipped conducting a first-class business without the Bowser Self-Measuring Oil Tanks. With kindest regards, we are

Very truly yours,
FORT WAYNE DRUG CO.
Per F. W. Sihler,
Secy.

S. F. BOWSER & CO., P. O. Box 564, TORONTO.
Factory: FORT WAYNE, IND.

ARE YOU A BUYER of

**Hardware, Metals,
Paints, Oils, etc. ?**

Drop a Post Card, if you wish it, and we will send you a copy of the latest issue of **Hardware and Metal**, the leading authority on these trades. Address:

The MacLEAN PUBLISHING CO., Limited,

Board of Trade, MONTREAL.
26 Front St. West, TORONTO.
109 Fleet St., E.C., LONDON, ENG.



ASK FOR
MOTT'S

**DON'T PAY FREIGHT
ON WATER**

CONCENTRATED GRAPE WINE VINEGAR, best and most economical Vinegar made. One gallon Concentrated makes 25/27 gallons Standard Vinegar—Great saving in weight and freight. Write for sample.

Agents—

SEYLER, SANDERSON & CO.

28 Wellington St. West, **TORONTO**

Agents for **HEINRICH FRANCK SOHNE & CO.**

German Chicory, Coffee, Extracts and Essences
LUDWIGSBURG, GERMANY. FLUSHING, N.Y.

Refrigerators

BUY

EUREKA

it is the best.

WHY ?

1st. Because it is built on scientific principles, having insulated walls it is easy on Ice.

2nd. Because the system of circulation of air is perfect.

3rd. Because it is well built.

Further information can be obtained in catalogue which is free.

Address,

**Eureka
Refrigerator Co.**

This cut represents No. 13.

54 Noble St., Toronto



Subscribers wanting goods or special quotations on anything anywhere in Canada at any time, can get them by mail or wire by corresponding with **THE CANADIAN GROCER**, Toronto or Montreal.

BRITISH BUSINESS CHANCES.

Firms desirous of getting into communication with British manufacturers or merchants, or who wish to buy British goods on the best possible terms, or who are willing to become agents for British manufacturers, are invited to send particulars of their requirements for

FREE INSERTION

in "Commercial Intelligence," to the Editor

"**SELL'S COMMERCIAL INTELLIGENCE**,"

168 Fleet Street, London, England.

"Commercial Intelligence" circulates all over the United Kingdom amongst the best firms. Firms communicating should give reference as to bona fides.

N.B.—A free specimen copy will be sent on receipt of a post card.

COX'S GELATINE Always Trustworthy
ESTABLISHED 1725.

Agents for Canada:

C. E. COLSON & SON, Montreal.

D. MASSON & CO., Montreal.

ARTHUR P. TIPPET & CO.,
Toronto, St. John, N.B., and Montreal

Fine JAPAN RICES

**JAPAN GLACE,
JAPAN MIKADO,
POLISHED CRYSTAL,
SNOW JAPAN,
JAPAN ICE DRIPS.**

MOUNT ROYAL MILLS BRANDS

**D. W. ROSS CO'Y., AGENTS,
MONTREAL.**

EPPS'S

GRATEFUL.

COMFORTING.

IN LABELLED TINS.

14-LB. BOXES.

Special Agents for the entire Dominion, **C. E. COLSON & SON**, Montreal.
In Nova Scotia, **E. D. ADAMS**, Halifax.

In Manitoba, **BUCHANAN & GORDON**, Winnipeg.

THE MOST
NUTRITIOUS.

COCOA



Illustrated Catalogue and Prices Furnished.

GRIMBLE'S English Malt
Six GOLD Medals **VINEGAR**

GRIMBLE & CO., Limited, London, N.W., Eng.

SWEET POTATOES. JAMAICA ORANGES. OYSTERS.

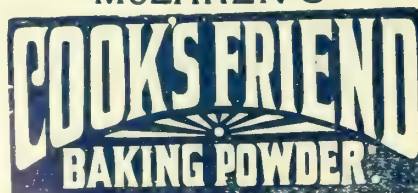
We are giving special attention to the above lines for the coming season. Our "Seal Brand" Oysters are unsurpassed both for quality and measure. Let us have your orders. Send us your name and address for weekly price list.

WHITE & CO.,

Wholesale Fruit and Commission Merchants, Importers of
Nuts, Figs, Dates, Etc. **64 Front St. East,**

Toronto.

McLAREN'S



Is Honest Goods and just
the Thing on Which to
Make or Extend a Business.

The Best Grocers make
a point of Keeping it
always in Stock.

No Other Starch



does better work, and makes the ironing easier than Bee Starch.

You can recommend it to your customers, who are sure to be pleased with it.

Retailers make a good margin on . . .

Bee Starch

Bee Starch is a patented Starch, which saves the ironer a good deal of work, as it requires no cooking, and the iron cannot stick to the linen when it is used. Bee Starch has been very successfully introduced in Canada, and its owners are anxious to make arrangements for responsible representatives in other British Colonies. Correspondence should be addressed to

The Bee Starch Co.,

10 Lemoine Street,

MONTREAL, CANADA.

THOS. KINNEAR & CO.

49 Front Street East, TORONTO.

Our stock is now complete with ~~XXXXXXXXXX~~

Ceylon, Indian and Japan Teas.

Style and Quality unsurpassed.

Write us for samples and prices.

WHOLESALE ONLY.

BUSINESS CHANGES.

DIFFICULTIES, ASSIGNMENTS, COMPROMISES.

XAVIER FORGET, general merchant, St. Adele, Que., has assigned to Lamarche & Benoit. His assets will be sold on October 26

Barret & Connel, grocers, Montreal, have assigned.

J. W. Keast, grocer and provision dealer, St. John, N.B., has assigned.

D. Barnett, grocer, etc., Toronto, has assigned to R. Tew, Toronto.

Garton & Farquhar, grocers, Winnipeg, have assigned to C. H. Newton.

The sheriff is in possession of the stock of A. J. Fraser, general merchant, Loggieville, N.B.

A compromise, 60c. on the dollar, has been accepted by the creditors of Joseph Asselin, jr., grocer, Montreal.

A. W. Stevenson has been appointed curator of Smith, Fischel & Co., manufacturers of cigars, St. Jerome, Que.

R. A. Smith, grocer, etc., Niagara Falls Centre, Ont., has assigned to N. B. Colcock, and a meeting of his creditors will be held on October 30.

W. J. Sutherland, grocer and baker, Alliston, Ont., has assigned to H. W. Wright, Alliston, and a meeting of his creditors will be held on October 27.

PARTNERSHIPS FORMED AND DISSOLVED.

Forbes & Giasson, grocers, Caughnawaga, Que., have registered partnership.

James and Andrew Roy registered on October 9 as partners under the style of James Roy & Son, grocers, Westville, N.S.

James N. Boutilier and A. Le Brocq have registered partnership under the style of Boutilier & Le Brocq, general merchants, Bedford, N.S.

SALES MADE AND PENDING.

Rueben Clarke, grocer, Ottawa, has sold out.

The assets of I. Trudel & Co., grocers, Montreal, have been sold.

The stock of James Tierney & Co.,

wholesale grocers, Kingston, Ont., has been sold by bailiff's sale.

T. F. Lockhart, grocer, Dundalk, Ont., has sold out.

The assets of Mrs. Lessard, grocer, St. Ursule, Que., have been sold.

A. F. Parsons, grocer, Windsor, N.S., is offering his business for sale.

The assets of W. J. Inglee, grocer, etc., Aylmer, Que., have been sold.

The assets of Thos. Gratton, grocer, etc., Hull, Que., are offered for sale.

The stock of M. Elliott & Co., grocers, Montreal, has been sold by bailiff.

J. C. Price, general merchant, Ridgetown, Ont., is advertising his business for sale.

The stock of Thomas Figsby, general merchant, Hemmingford, Que., has been sold.

The business of the estate of Robert Evans & Co., seed merchants, etc., Hamilton, has been sold.

The stock, etc., of Thomson & Co., general merchants, Schreiber, Ont., is advertised for sale by auction on October 31.

CHANGES.

Julia Stephens, grocer, Hamilton, Ont. has sold out to Jane George.

C. R. Johns, grocer, Winnipeg, has been succeeded by T. Avison.

E. E. Zeigler, general merchant, Virden, Man., has sold out to N. Rosen.

H. M. Douglas, general merchant, Innisfail, Man., has sold out to Campbell Bros.

J. A. Leslie, provision dealer, Port Morien, N.S., has sold out his branch at Little Glace Bay, N.S.

Robert Burton, general merchant, Cobden, Ont., has been succeeded by J. E. Ross.

A. W. Smith, grist miller, Durham, N.S., has been succeeded by Howard and Selwyn Smith.

A. W. Hendry, general merchant and fisher, Liverpool, N.S., has sold his general store to E. R. Fraser.

W. H. Wentzell & Co., wholesale and

retail grocers, Halifax, N.S., have opened a branch at Sydney, Cape Breton.

J. H. Simpson, grocer, Guelph, Ont., has been succeeded by Sanford Platt.

Hill & Mallary have bought out J. M. Toombs & Co. and Emerick & Foster, general merchants, Carman, Man.

The Adam Forbes Trading Co., Ltd., general merchants, Rathwell, Man., have sold out to H. Ferguson & Co.

NEW FIRMS STARTING.

Mary M. Mailer is starting as grocer in Newcastle, N.B.

Michael Mulcahy is opening a grocery store in Halifax.

H. S. Bond is opening as cigar dealer, etc., in Ottawa.

M. R. Campbell is starting as grocer, etc., in Brussels, Ont.

McKenzie & McDonald have started as provision dealers in Little Glace Bay, N.B.

J. D. O'Hanley has begun as tobacco dealer in Stellarton, N.S.

FIRES.

A. Terre (Mrs. J. Terre, proprietress) grocer, Nanaimo, B.C., has been burned out.

S. Macnee Richmond, wholesale tea and spice dealer, Portage la Prairie, Man., has suffered loss by fire.

DEATHS.

James M. Simington, baker, etc., Moosejaw, N.W.T., is dead.

MR. STEWART CANED.

Honors have been falling thick and fast of late upon Mr. G. H. Stewart, of D. S. Stewart & Son, Thistle town, Ont. On Wednesday evening, October 17, the local lodge of C.O.F., of which he is financial secretary, held a reception in his honor and presented him with a gold-headed cane. On the following Saturday, the choir of the Methodist church presented him with a handsome family Bible.

Mr. Stewart made suitable supplies on each occasion.

WE WERE
PIONEERS ✿
OF THE TRADE.

Established 1831.



We Were Serving ✿
H. M. Queen Victoria }
60 Years Ago. ✿ ✿

Appointed Biscuit Makers to
H. M. the Queen by Special
Warrant dated May 8th, 1841.

LOOK AT OUR FACTORY NOW.



We Have Many Novelties...
and New Goods You Would
Do Well to Handle.

OUR AGENTS

WILL MAIL SAMPLES OR CALL.
SEND THEM A CARD.

FRANK MAGOR & CO.

MONTREAL.

C. E. JARVIS & CO.

VANCOUVER.

CARR & CO., Limited

Biscuit Manufacturers

Carlisle, England.

MANITOBA MARKETS.

Winnipeg, October 22, 1900.

THE continued admirable weather for threshing and outdoor work of all kinds has improved the tone of trade generally, although the actual volume of business has not increased for the simple reason that farmers are far too busy to come to town to make purchases. The local dealers are, therefore, not increasing their stocks at the present except in the matter of a fairly good sorting trade. The prospects, however, are so generally improved, that wholesale merchants are in much better spirits than they were some weeks ago.

WHEAT—Comparatively little new wheat has as yet been marketed, but what has come in has shown a much better sample than was anticipated. There will be no very general hauling of wheat until the threshing is all done and the fall ploughing also. Except in cases of necessity, the farmers will not leave the fall work while the weather is fine. The moonlight nights were all utilized and the threshers hummed busily all through the long hours. More perfect threshing weather than the last two weeks would be difficult to imagine, and every man has made the most of it. Prices for such wheat as has been marketed are very fair, but showed a somewhat lower tendency on Saturday.

FLOUR—Business is good and prices have remained steady. Quotations are: Ogilvie's Hungarian patent, \$2.30; Glenora, \$2.15; Lake of the Woods Five Roses, \$2.30; patent, \$2.15.

CEREALS—There are a good many changes to note in this market. The market for split peas is weaker, the quotations being from \$2.25 to \$2.50, as against \$2.50 straight. Rolled oats have advanced, and are now quoted at \$1.80 to \$1.85; standard and granulated, \$2.30.

RICE—Trade is normal and the market is without change. Patna, $5\frac{1}{4}$ to $5\frac{1}{2}$ c.; B rice, $4\frac{1}{2}$ to $4\frac{3}{4}$ c., and Japan rice, $5\frac{1}{4}$ to $5\frac{1}{2}$ c.

DRIED FRUITS—New Valencia raisins have arrived and are very high in price at present. They are jobbing at \$2.95 for fine off-stalk and \$3.25 for selected. Currants continue to advance in strength; 12 to 13c. for Filiatras is asked, and higher figures are anticipated, as these quotations are much below what new goods could be laid down for. New prunes are in, and reversing the experience of last year, small sizes are very plentiful and large sizes hard to obtain. Prices range from $4\frac{3}{4}$ to $10\frac{1}{2}$ and 11c., according to size. Evaporated apricots are firm at $11\frac{1}{2}$ to 12c.; peaches, $8\frac{3}{4}$ to 9c. New evaporated apples are to arrive early in the week, and will job at $5\frac{3}{4}$ to $6\frac{1}{2}$ c. Dried apples are also in transit, and will be

nearly as expensive as evaporated. Quotations are expected to be $5\frac{1}{2}$ to 6c.

SUGAR—Sugar has remained without change for the week. Trade is fair and prices are \$5.75 for granulated and \$5.10 for yellows.

CANNED GOODS—In tomatoes there is some difficulty in quoting a market. Nominally, the prices are \$2.20 to \$2.30, but as some houses have secured goods outside of the association at lower figures there are houses quoting tomatoes at \$2.15 to \$2.20. There is no doubt that those who bought at association prices cannot touch these figures. Peas and corn are quoted at \$2; strawberries, \$4; raspberries, \$3.50; 2-lb. peaches, \$4; 2-lb. pears, \$3.75; cherries, \$4.50.

CANNED MEATS—Market is very firm. Lunch tongue has advanced 25c. per case for the 1-lb. tins.

COFFEE—Without change at $10\frac{1}{2}$ to $11\frac{1}{2}$ c. for high-grade Rios.

CURED MEATS—Trade fair and market firm with upward tendency. Hams, 14c.; breakfast bacon, $12\frac{1}{2}$ c.; backs, short and long, 11c. Dry salt, long clear bacon, $10\frac{1}{2}$ c.; shoulders, $9\frac{1}{2}$ c.

GREEN FRUIT—The market is active, especially in regard to apples. Winter varieties are arriving in excellent condition. Jamaica oranges are on the market this week. They arrive in barrels containing from 400 to 500 each. The quality is not very satisfactory. The price is \$10 per barrel. Arrivals of Concord and Niagara grapes are growing scarcer, and prices have slightly advanced. Plums and peaches are practically over, although a few crates of each are still offering. Good winter apples, \$2.75 to \$4.00, according to variety. Snow apples scarce at \$3.50. Oranges, \$10 per barrel; lemons, \$6 per case; cranberries, \$8.50; winter pears, \$3 per box; Malaga grapes, per keg, \$8.50; Concords, per basket, 27c.; Rogers, 40c.; Niagara, 30c.

BUTTER—Creamery in fair supply at 20 to 22c. at factories. Dairy butter, 15c. for choicest fresh made. Summer dairy, in round lots, 12 to 13c.

CHEESE—Market not quite so strong. 10c. is being paid for extra good cheese, but $9\frac{1}{2}$ is accepted for lower grades.

EGGS—In fair supply at 15c. Winnipeg.

BISCUITS AND CONFECTIONERY.

A sign of the times is the attention that the largest manufacturers are now devoting to the dealers in the smaller centres. It has always been an easy matter for retailers in the large cities to get the best goods. Now, it seems to be the policy of wide-awake dealers to place on an equal footing all dealers of good standing, regardless of the size of the community in which they do

business. During the past summer tourists to various points in Ontario have commented on the excellence of the confectionery to be had in almost every town. The Toronto Biscuit and Confectionery Co. have done much to bring this about by offering a range of bon-bons, toffees, chocolates, etc., which compare favorably with the best to be had in Canada, at a price which makes their sale easy in any community. Their range consists of "Sweets of Existence," Chocolate and Royal bon-bons, Shamrock, Royal and Queen Victoria chocolates, Royal, Satin and Perfection toffees. These are put up in $\frac{1}{2}$ -lb., 1-lb. and 2-lb. boxes. That they have been greatly appreciated by the trade is evidenced by the growth in their sales. For their "Land of the Maple" cream sodas in 11, 7, 3 and $2\frac{1}{2}$ lb. tins, this firm have also won a good reputation. That their whole range of biscuits and confectionery is of a superior standard of excellence is attested by the fact that they won the gold medal at the Toronto Industrial last September for the excellence of the display of these goods made by them.

INQUIRIES REGARDING CANADA.

THE following were among the recent inquiries relating to Canadian trade received at the High Commissioner's office in London:

1. A Glasgow merchant and manufacturer's agent is open to represent a Canadian wool-pulp factory.

2. A Scotch firm manufacturing stable fittings, manhole covers, gully traps, gratings, etc., desire to have agents in Canada to take up their class of work.

[The names of the firms making the above inquiries will be supplied on application to the editor of THE CANADIAN GROCER. When inquiring kindly give date of issue and number of paragraph.]

Mr. Harrison Watson, curator of the Canadian Section of the Imperial Institute, London, England, is in receipt of the following inquiries:

1. A manufacturer of medium and cheap grades of umbrellas and parasols seeks active Canadian firm willing to introduce their goods.

2. A Nottingham correspondent asks for names of Canadian manufacturers of wood flooring blocks.

3. A firm of wholesale clothiers is prepared to appoint responsible Canadian agents.

4. A manufacturer of chains and anchors asks to be placed in touch with Canadian importers of their lines and would be prepared to appoint agents should prospects prove favorable.

5. A Yorkshire firm invites offers of old rails.

ANSWERS TO CORRESPONDENTS.

In this department any inquiry on trade matters will be answered. Correspondents not wishing their names to be known will kindly say so in making the inquiry.

Sweet & Co., Halifax—Claxton's pickles are made by Alfred Robitaille & Cie., St. Johns, P.Q. Fred Hughes, St. Peter street, Montreal, is selling agent.

CANADIAN ADVERTISING is best done by THE
E. DESBARATS ADVERTISING AGENCY.
MONTREAL.

"Daisy Fruit"

is a great seller. It is a good Fruit Biscuit
at a low price. You should have a barrel
at least. Samples and prices on application.

THE HOME CAKE CO
GUELPH, ONT.

THE BEST CLOTHES PINS

are manufactured by

The Wm. Cane & Sons Mfg. Co'y,
Limited.
Newmarket, Ont.

Write for Price

Boeckh Bros. & Company
TORONTO, ONT.

Soap

"IMPERIAL" and
"SNOW"

Twin Cakes.

NOW IN STORE.

Perkins, Ince & Co., - Toronto.

BUSINESS NEWS

of any kind that is of value to business men
supplied by our Bureau. We can give you
market quotations from any town in Can-
ada, reports from the city markets, stock
quotations, etc. You can get commercial
news from any Canadian paper through us.

Write us, giving us particulars of what
you want and where you want it from, and
we will quote you prices by return.

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any subject."

CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade Bldg., MONTREAL, QUE.
Telephone Main 1255.

26 Front St. West, Toronto. Telephone 2148

POPULARITY

is the proof of merit, and no brand has
ever achieved popularity so quickly as

EMPIRE

SMOKING TOBACCO

In 5, 10 and 15c. Plugs.

EMPIRE costs you only 36 cents,
and pays a good profit.

EMPIRE is well advertised.

EMPIRE is selling well in al-
most every store from Halifax
to Dawson City.

EMPIRE is A BIG PLUG FOR
LITTLE MONEY.

Made by

THE EMPIRE TOBACCO CO.
LIMITED
MONTREAL, QUE.

OUR SPECIALTIES!

AT RIGHT PRICES.

FANCY BANANAS.

" LEMONS and ORANGES.

" PINEAPPLES.

HUGH WALKER & SON

Wholesale Fruits,

GUELPH, ONT.

WHEAT MARROW

SATISFYING FULLY, RECUPERATING QUICKLY,
DIGESTING EASILY.

The best properties of Choice Winter Wheat are given in this article.
Every grocer should keep it. You can recommend it to your customers
and the first package will insure their buying it from you regularly.

Manufactured by

THE EXPRESS ROLLER MILLS

WM. MACK, Proprietor

CORNWALL, ONT.

CHAS. F. CLARK, President.

JARED CHITTENDEN Treasurer.

...ESTABLISHED 1849...

BRADSTREET'S

Capital and Surplus, \$1,500,000.

Offices Throughout the Civilized World.

Executive Offices: Nos. 346 and 348 Broadway, New York City, U.S.A.

THE BRADSTREET COMPANY gathers information that reflects the financial condition and the
controlling circumstances of every seeker of mercantile credit. Its business may be defined as of the merchants,
by the merchants, for the merchants. In procuring, verifying and promulgating information no effort is spared,
no reasonable expense considered too great, that the results may justify its claim as an authority on all matters
affecting commercial affairs and mercantile credit. Its offices and connections have been steadily extended, and it
furnishes information concerning mercantile persons throughout the civilized world.

Subscriptions are based on the service furnished, and are available only by reputable
manufacturing concerns, and by responsible and worthy financial fiduciary and business
terms may be obtained by addressing the Company at any of its offices. Correspondence Invited.

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WINNIPEG, MAN.

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TORONTO, ONT.

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"SALADA" CEYLON TEA BLACK OR GREEN

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You can share its success—by selling this Tea ; lead packets only.

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Hygienic **Cocoa**

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THE COWAN CO., LIMITED, TORONTO

FINE CARPET

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SPECIAL VALUE.

Walter Woods & Co.
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A pure, high-grade berry at a popular price.
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Write us for **SALT** of any kind.

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HORSE-SHOE SALMON

Is packed ONLY from the finest

Fraser River Sockeye Salmon.

For twenty years the leading
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It pays to buy the best.

For Sale by all Wholesale Grocers
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IS MORE THAN A TRADE-WINNER

GRAND MOGUL TEA

IT IS A PROFIT-MAKER.

An average of 40 per cent. on all grades over 25c. is a good showing. Can you average as much on bulk teas, after allowing for waste, wrapping, etc., and succeed in winning new trade? If not, push **Grand Mogul** which always pleases and brings in new customers.

T. B. ESCOTT & CO., London, Ont.

MARKETS AND MARKET NOTES

GROCERY QUOTATIONS BY WIRE.

Should readers of this journal desire to secure between regular issues, the quotations on any staple line, they will, on application, be furnished by return mail or by telegraph; if by the latter method, at the cost of the person seeking the information.

ONTARIO MARKETS.

Toronto, October 25, 1900.

GROCERIES.

NOTHING particularly striking has transpired in the wholesale trade during the week. The wholesale houses are still busy shipping goods ordered some time ago. As far as immediate business is concerned, the orders, while numerous, are, as a rule, small. In canned goods, the most interesting feature worthy of note is the arrival of shipments of new season's pack. There is a great deal of complaint among some of the houses as to the small proportion of their orders which is being filled by some of the packers. The price of salmon continues firm. In other lines of canned goods, the situation is much the same as a week ago. Coffees are quiet and fairly steady as to price. The demand for sugar is light, and the outside markets are easy. A fair trade is being done in syrups and molasses. A moderate trade is being done in spices, and prices generally rule firm. Teas are quiet, but firm. Further shipments of foreign dried fruits are to hand. In the primary market, both currants and Valencia raisins are slightly easier, but this will not affect local quotations. The demand for foreign dried fruits on the local market is fairly good. Payments are rather slow.

CANNED GOODS.

Shipments of new season's canned salmon are coming to hand this week and being taken into the different warehouses. Orders on retail trade account are now being filled. While some packers are filling their orders others again are able to supply no more than 10 per cent. of the quantity which they booked. As standard brands are most affected, there is quite a little discontent being expressed. The demand for canned salmon keeps up fairly well, in spite of the high prices, and the market is just as firm as ever. Practically, no new orders are coming to hand for canned vegetables, but some houses report that more inquiries have been

received during the past week than for some time. Quite a few shipments of back orders are going out. Prices remain much as before. The better brands of tomatoes are selling at 85 to 87½c., but there are brands on the market which are being quoted at lower figures than those mentioned. The price at which most of the orders are being taken is 85c. Corn rules at 77½ to 80c., and peas at 80c. No interest is being taken in canned fruits, and very little is being done in canned meats. A fair trade is still being experienced for canned herring, mackerel, and finnan haddie.

COFFEES.

The local market is rather quiet with prices as before, green Rios being quoted at 10c. upward. In the outside markets prices are, on the whole, fairly steady.

SUGAR.

There is quite a little uncertainty in regard to the future of the market. The raw mar-

See pages 146 and 147 for
Toronto, Montreal, and St.
John prices current.

kets in both Europe and America are easy. Raw cane sugar declined ¼c. on Monday in New York on small sales amounting to only 1,100 tons, but, up to the time of writing, no change has been made either across the border or in Canada in the refined article. Mr. Licht has issued his estimate of the beet sugar crop. He places it at 5,800,000 tons, which is much larger than the output of last year. In addition to this, an increase of 500,000 tons is looked for in the world's cane sugar crop. These influences have, naturally, had a bearish effect. In the meantime, people are only buying refined sugar sparingly.

SYRUPS AND MOLASSES.

A fairly good trade is being done in bright table syrups, and particularly in the corn variety. A fair inquiry is being experienced for molasses.

SPICES.

Advices from the primary markets state that pepper is becoming firmer, and that cloves are advancing. Pimento, on the other hand, is slightly easier. Ginger is holding firm. Locally, spices are quoted as before. Wholesale houses report a small

sorting-up trade, principally in pickling spices.

TEAS.

Low-grade teas at about 15c. are practically exhausted in Japan, according to advices to hand this week. A tea that was offered at 15c. a few days ago from Japan could not be obtained when a cable reply was sent. On a tea that was offered at 20c. a cable bid of ½c. less was refused. Medium teas are also scarce in Japan. Another source of strength to the Japan market is an increase in the rate of exchange. Importers here are making very little effort to buy, and it is the general opinion that they have enough stock of old teas to do them in the meantime. It is a question, however, whether they can get along with these until next July. The Indian tea market is a little firmer. Locally, however, there have been some transactions in Indian and Ceylon teas during the past week at low prices. Quite a few shipments of China green teas are arriving, but there is not much demand for them, and prices are much higher than last year.

FOREIGN DRIED FRUITS.

CURRANTS—The market in Greece, according to cables received this week, is slightly easier. The prices which have been quoted for the past few weeks from Greece were practically nominal, as no one seemed inclined to pay them. It is now the opinion that an effort is being made to bring them down to a practical basis. The lower prices in Greece are scarcely likely to affect quotations on this side of the Atlantic, as the figures which wholesalers are quoting have not, as a rule, been on a parity with the Grecian market. The ruling price for fine Filiatras locally is 13 to 13½c. per lb., with ordinary grade quoted at 12½c.; Patras currants are quoted at 15c., and Vostizzas at 16 to 18c. One wholesaler is reported to have paid as high as 20c. this week for extra fine Vostizzas. The demand for currants on retail trade account is good considering the high prices which are ruling.

VALENCIA RAISINS—These are also a little easier in Spain, but, as local quotations have not reached the parity of those ruling in the primary market, no change is looked for here. Further shipments are arriving and there is a fair demand. Ruling prices are: Fine off-stock, 9c. per lb.; selected, 9½c. and layers, 10 to 10½c. per lb.

FIGS—Shipments of figs are due this

week. The demand is just fair. There is quite a range in the quotations on Eleme figs, which of course is due to the difference in quality. Five-crown figs in 10 lb. boxes, are quoted at 11 to 12c. and low to medium grades at 9½ to 10½c.; 7-crown figs 28-lb. boxes are quoted 16c.; comadre tapnets at 3¼ to 3½, while quotations on 1-lb. glove boxes range all the way from 8½ to 10½c.

MALAGA RAISINS—There is very little demand so far for Malaga raisins.

PRUNES—The demand is only moderate with prices as before. A few Californian "Ruby" prunes will be here in a day or so. They will sell at about 8c.

CALIFORNIAN EVAPORATED FRUITS—A few apricots are going out at 13c. and peaches are quiet at 10½c.

GREEN FRUITS.

The Scott street fruit market was closed on Monday, as the receipts of native fruits have fallen off so much that they can be easily handled by the wholesale merchants at their own warehouses in the city. The receipts of peaches, pears and grapes are moderate, and the price of best qualities is well maintained. The movement of fall apples is not as brisk as a week ago, and prices have dropped 25 to 50c. per bbl. Bananas are also moving slowly. Prices are steady at \$1.25 to \$1.75. The price of Palermo lemons has dropped \$1, 300's now selling for \$3.50 and 3.60's at \$2.50 per box. Messinas and Malagas are unchanged. Malaga grapes are firm at last week's prices. The demand is fair. Oranges are in good demand at steady prices. Cape Cod cranberries are scarce, and prices have risen 50c. A further advance is looked for. Canadian cranberries are firm at \$5.50 to \$6 per bbl. Sweet potatoes are moving well at \$3 per bbl.

COUNTRY PRODUCE.

EGGS—The market is in a healthy, satisfactory condition. The demand for export is keeping the market well cleared, and as the local demand, both for boiling and for bakers' stock, keeps good, prices are firm throughout. Guaranteed fresh eggs are worth from 18 to 19c. Held fresh are steady at 16 to 17c., and pickled at 15 to 16c.

BEANS—There is a fair demand, though the low price of potatoes is affecting the movement. We quote hand-picked at \$1.50, and mixed at \$1.40 to \$1.45.

HONEY—The market continues stiff, as offerings are moderate. Clover strained is firm at 9 to 10c. Clover comb has advanced 25c., and is now \$2.25 to \$2.50.

POULTRY—There is a good demand, but the weather has not been satisfactory for fattening, and offerings are moderate, especially for good stock. We quote: Chickens,

40 to 50c. per pair; ducks, 60 to 75c. per pair; geese, 6½ to 7c. per lb.; turkeys, young, 10 to 12c. per lb.; old, 9 to 10c. per lb.

GAME—A fairly good supply of wild ducks is coming in. There is a good demand. We quote: Teal and widgeons, 25c.; blue bills, 50c.; red heads, 60c; black, 75c. per pair.

DRIED APPLES—The local movement is light at 3½ to 4½c. for dried, and 5 to 6c. for evaporated. The export movement has not yet opened.

POTATOES—The warm weather has delayed buyers from placing orders for quantities to store. And, as offerings keep large, prices are weak, at 2 to 5c. below last week's prices, the quotation for cars on track, Toronto, now being 27 to 29c. per bag.

BUTTER AND CHEESE.

BUTTER—The market is in a dull, unsettled state. The export price is below what is ruling locally, and there is no sign of an improvement. Meanwhile, stocks, especially of inferior qualities, are accumulating, and prices, though unchanged, are easy. We quote: Dairy prints, 18 to 19c.; tubs, 18 to 18½c.; creamery prints, 22 to 23c.; boxes, 19 to 20c.

CHEESE—The local trade is but moderate in volume, but the export demand has kept up so well that the outlook seems favorable to a continuation of the present high range of values. The local jobbing price is steady at 11½ to 11¾c. for early makes, and 12c. for Septembers.

FISH AND OYSTERS.

The mild weather of the past week has limited the demand for oysters and cold water fish. Trout and whitefish are more plentiful, and as they are ½ to 1c. easier there is a good demand for them. We quote: Trout, 7½ to 8c.; white fish, 7½ to 8c.; perch, 3c.; blue pike, 3c.; grass pike, 4½c.; yellow pickerel, 7c.; bluefish, 5 to 6c.; herrings, 3 to 3½c.; steak cod, 6 to 6½c.; haddock, 6c.; white halibut, 13c.; fresh sea salmon, 17c.; redsnappers, 11c.; fresh mackerel, 14½c. each; haddie, 7½ to 8c. per lb.; ciscoes, per 100, 90c. to \$1; Bay of Fundy herrings, splits, \$3.25 per half-bbl., \$5.75 to \$6 per bbl.; shore herrings, \$2.75 per half-bbl. and \$4 per bbl.; boneless fish, 4½ to 5c.; quail-on-toast, 4½ to 5½c.; pure cod, 5½c.; shredded cod, \$1.80 per box. Oysters, Southern mediums, \$1.10 per gal.; Baltimore standards, \$1.30 per gal.; Baltimore selects, \$1.60 per gal.; New York mediums, 80c. per 100; New York selects, 90c. per 100.

GRAIN, FLOUR, BREAKFAST FOODS.

GRAIN—Prices are unchanged. Manitoba No. 1 hard wheat is firm at 68c. Toronto

freights, and \$1 grinding in transit. Ontario wheat is steady at 58c. at outside points. There is not much doing on the local street market. Prices are steady as follows: Wheat, white and red, 69 to 69½c.; goose, 69c.; peas, 56 to 59c.; oats, new, 28 to 29c.; old, 32 to 34c.; barley, 44 to 49c.; rye, 53 to 54c.

FLOUR—There is a good demand. Prices are steady. We quote as follows: Manitoba patents, \$4.75; Manitoba strong bakers', \$4.50; Ontario patents, \$3.75 to \$3.85; straight roller, \$3.50 to \$3.75. Toronto freights.

BREAKFAST FOODS—The demand, both domestic and export, keeps good. Prices are steady as follows: Standard oatmeal and rolled oats, \$3.30 in bags, and \$3.40 in bbls.; rolled wheat, \$2.50 in 100-lb. bbls.; cornmeal, \$3; split peas, \$4; pot barley, \$4.00.

HIDES, SKINS AND WOOL.

HIDES—Prices are unchanged. We quote: Cowhides, No. 1, 7½c.; No. 2, 6½c.; No. 3, 5½c. Steer hides are worth ½c. more. Cured hides are quoted at 8 to 8¼c.

SKINS—There is little doing. Prices are easy. We quote: No. 1 veal, 8-lb. and up, 8c. per lb.; No. 2, 7c.; dekins, from 40 to 60c.; culls, 20 to 25c. Sheep are selling at 55 to 70c.

WOOL—Business is quiet at unchanged prices. We quote for combing fleece, 15 to 16c., and for unwashed, 9½ to 10c.

SEEDS.

Alsike keeps dull. Another decline brings the range of value to from \$5 to \$7 for common to choice samples. Red clover is also weak, in sympathy with declines in the United States market. The range is now \$5.50 to \$6 for ordinary to finest qualities. There is practically nothing offering in timothy.

MARKET NOTES.

Wild ducks are offering freely at 25 to 75c. according to breed.

Trout and whitefish are ½ to 1c. cheaper, and are offering more freely.

Shipments of new season's canned salmon are arriving this week.

Palermo lemons are \$1 per box cheaper. Cranberries are 50c. per barrel dearer.

Further shipments of new foreign dried fruits are being taken into stock this week.

Among the exports to the United States from Toronto last week was 27,000 lb. of Salada Ceylon tea.

Both currants and raisins are slightly easier in the primary markets, but no change has taken place locally.

Mr. Ross W. Hayter, representing Whittall & Co., of Colombo and London, received a cable on Tuesday, after the Ceylon sales, stating that leafy teas over 7½d. had advanced ½d. and 1d. per lb. He also received a letter from Calcutta stating that on account of the want of rain in Sylhet and Cachar, there is likely to be a general all-around rise in the price of Indian teas.

Toronto Commission Houses.

CANADIAN PEACHES

are now coming in, and there promises to be a heavy yield in both early and late varieties.

Plums, Pears, Apples and all fruits are handled by us and special attention is given to them.

Foreign Fruits and Nuts will always be billed at lowest market price. All orders receive our prompt and careful attention. Consignments of fruit will be personally cared for.

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Wholesale Commission Merchants.

25 and 27 Church St., TORONTO, Can.

Telephone 645.

Butter Cheese
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Consignments Solicited.
Highest Prices. Prompt Returns.

The Wm. Ryan Co.,
... Limited.
70 and 72 Front St. E., Toronto.

**SMOKED MEATS
PURE LARD**

Our "MAPLE LEAF" brand is unexcelled.

We are large dealers in **EGGS** and
BUTTER. WRITE US.

D. GUNN, BROTHERS & CO.

Pork Packers and Commission Merchants

76-78-80 Front St. E. - - TORONTO.

EGGS WANTED

If any to offer, write, wire or 'phone us,
we are prepared to pay extreme prices
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Agents for large Butter Tub Manufac-
tory in Quebec, write us for quotations
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**FRUIT, PRODUCE AND
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Colborne Streets.**TORONTO**

...EVERY...

COMMISSION MERCHANT

in Canada should have a card in these
columns. We will be pleased to talk to you about
it and quote rates.

QUEBEC MARKETS.

MONTREAL, October 25, 1900.

GROCERIES.

THE wholesale houses are busy filling contracts placed some time ago, and large distributing shipments are being made. The advantage of placing future orders has this year been very evident, for on many staple lines, such as salmon, sardines, lobsters and dried fruits of all kinds, the market has been a rising one. As the values continued to advance the number of orders increased, and so the number of contracts for futures now being filled promises to be a record-breaker. Business on new account is not of large dimensions, in spite of the fact that navigation will likely close in three weeks. The demand for sugar is slow, dealers buying only from hand-to-mouth from fear of new movements on the part of the American refiners. In the city no new developments have occurred, and it is claimed that merchants will have a chance to work off any supplies they may lay in now before the arrival of new crop raw sugars causes a drop in the value of the refined article. Raw sugars are still high and of short supply, and there is nothing to warrant an easy market. There is quite a movement of syrups and molasses. Canned goods, so far as new orders are concerned, are slow. Rice is in good demand. Bosnia prunes are lower, and all prunes are in good demand, as are also figs. People are becoming acquainted with the high prices of Valencia raisins. Teas are still dull.

SUGAR.

There is a difference of opinion in regard to the sugar market. Wholesale houses report the feeling weak, dealers buying from hand to mouth and business being of small dimensions. They claim that the American refiners reduced prices for the purpose of obtaining their raw material at low figures, and that the game is not finished. If the American prices come down then, on account of coming into competition with the bounty-fed American article, Canadian refiners must recede also. But will further reductions occur within the next three weeks or month? Those of unimpeachable judgment are of the opinion that the market is settled till new beet sugar, which is three weeks late, is brought forward. This would give dealers an opportunity to lay in stocks for a month and have time to work them off before the drop occurs. There is certainly some risk in deferring buying till after the close of navigation, for then freight charges come high. Granulated is still \$5, and yellows \$4.20 to \$4.90 per 100 lb.

SYRUPS.

The most noticeable feature of the trade in syrup this year is the demand for the

NEW

CURRANTS

FINE FILIATRA PATRAS
VOSTIZZAS

NOW IN STORE.

WARREN BROS. & CO.

TORONTO.

Toronto Fruit Merchants.

APPLES! - APPLES!

It may pay you to write to us re "Export
Business." Our cable October 15, 1900, from

YEOWARD BROS.,

Liverpool, Eng.,

"STRONG DEMAND, 15s. to 22s. 6d."

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WATER ST., LIVERPOOL.

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SEED, GRAIN and**General Produce.**

We make a specialty of _____

**BEANS, PEAS, SEEDS, FEED,
OIL-CAKE and PEANUTS.**

Consignments and Correspondence Invited.

Victoria Fruit Merchants.

From the Atlantic to the Pacific,

OKELL & MORRIS'

(Gold Medal
Brands) of

Whole Fruit Preserves

Messina Orange Marmalade, Tomato Ketchup,
Sauces, Pickles and Vinegars

are acknowledged the purest and best. Trade-Builders,
Trade-Winners 15 Gold and Silver Medals, and 30
Diplomas for purity and excellence. Write for prices to
Factory, Victoria, B.C.

New Brunswick Lobster Cannery.

GOLDEN CROWN LOBSTER, flats and tails.
GOLDEN KEY LOBSTER, flats only.
GOLDEN CROWN CANNED CLAMS, 1-lb. talls.
GOLDEN DIAMOND BLUE BERRIES, 2's size.

W. S. Loggie Company,

CHATHAM, N.B.

Limited

PERSONS addressing advertisers
will kindly mention having
seen their advertisement in The
Canadian Grocer.

higher, rather than the lower, grades. Corn syrup is in fairly good demand at old figures, from $2\frac{3}{8}$ to $3\frac{1}{8}$ c., according to quantity.

MOLASSES.

Most of the trade is being supplied with Barbadoes, but some lots of New Orleans are moving. There is also a better call for best grades of molasses, and this fact gives the Barbadoes a firmer feeling. Prices are 41c. for small quantities, and 40c. for car lots. The most popular line of New Orleans is one selling at 25c.

CANNED GOODS.

Business on new account is only fair. Salmon is selling at last week's figures, \$1.75 to \$1.85 for flats, \$1.60 to \$1.65 for talls and \$1.40 for spring salmon. Wholesalers report an increased demand for spring salmon, as the trade hesitate to pay the high prices set on Fraser river sockeye. It is evident, also, that high prices are turning the consumptive demand from salmon to mackerel, which can be obtained at \$1 to \$1.10 per dozen. Dealers expect mackerel to become a popular article, in time. In vegetables, there is nothing new to note. Tomatoes are worth 85 to 90c.; corn, 80c.; peas, $77\frac{1}{2}$ c. to \$1.05, and beans, $82\frac{1}{2}$. Fruits are unchanged. We quote: Strawberries, \$1.70 to \$1.85; cherries, \$1.95 to \$2.15, and raspberries, \$1.45 to \$1.65 per dozen.

SPICES.

A good trade is being done in spices. Pepper, nutmegs, cassia and cayennes are reported higher at the points of production. Cloves maintain their firmness. We quote as follows: Nutmegs, 25 to 50c. per lb. as to size; mace, 45 to 50c. per lb. as to quality; pimento, 9c.; cloves, 12 to 14c.; pepper, black, 15c.; white, 23c.

RICE.

There is a good demand for rice, with the feeling steady. It will probably be some time before the low prices of the new crops and the falling-off in the demand for famine-stricken India will have exercised their full force towards a decline. No immediate change is expected. We quote: B standard, \$3.20 to \$3.30; Patnas, \$4 to \$4.65; Japans, \$4.40 to \$4.90, and Carolina, \$6 to \$7.

FOREIGN DRIED FRUITS.

CURRENTS — Orders placed for future delivery are now being filled with what supplies are available. The ss. Bellona and James Turpie will, however, bring the bulk of the currants for the Canadian trade. For spot goods $11\frac{3}{4}$ to 12c. per lb. is the price asked for fine Filiatras, although we hear that some houses are asking more. Provincials are selling at nearly the same price, and higher grades can hardly be

obtained. The market has ruled quiet during the week, buyers, apparently, pursuing the policy of buying only for their immediate requirements.

VALENCIA RAISINS — People are becoming acquainted with the ruling prices, and dealers are ordering more freely than they were. The local demand is not brisk. Orders placed some time ago are now being filled, quite a few going at 7c. per lb. On spot, goods are worth $8\frac{1}{2}$ c. for finest off-stock, 9c. for selected, and $9\frac{1}{2}$ c. for layers. The market on Denia has declined somewhat, but business is difficult there, in view of the short supplies remaining in that market, and it is very probable that the Denia market will be practically cleared in the near future.

MALAGA RAISINS — Mail advices from Malaga note that bad weather has damaged the crop, but it is probable that the weather is now more favorable, in view of the fact that shippers are offering more freely. Still, prices are extremely high and dealers here have bought but little. Boxes that last year were worth \$1.75 are this year quoted at \$2.75, and "Royal Buckingham" clusters that were worth \$3.40 last year cannot be obtained less than \$4.40 this year.

PRUNES — Prunes are in good demand. There is some of last year's stock still on the market in good shape. They are worth 4c. per lb. Bosnia prunes to arrive are quoted as low as $5\frac{1}{2}$ c. this week. Californian prunes are worth 11c. for 40 50's; $7\frac{1}{2}$ c. for 60-70's; 7c. for 70 80's, and 6c. for 90 100's. French prunes are still selling at former figures.

FIGS — Figs are in brisk demand at $3\frac{1}{4}$ c. for low grades in tapnets. Boxes are also selling well.

DATES — A good trade has been experienced in Hallowee dates at 5c. per lb.

CALIFORNIAN EVAPORATED FRUITS — A few orders have been booked for evaporated fruits. The prevailing figures for choice fruit are: Apricots, $12\frac{1}{2}$ to 13c.; peaches, $10\frac{1}{2}$ to 11c.; pears, $11\frac{1}{4}$ to 12c., and nectarines, $11\frac{1}{2}$ to 12c.

TEAS.

Trade in teas continues dull, dealers not yet feeling themselves in a position to buy. To date there has been exported into Canada 3 802,948 lb. of Japan tea, against 7,304,845 lb. last year to date; leaving a shortage of 3,501,897 lb. on the shipments so far this season from Yokohama and Kobe. This explains the scarcity of Japan tea on the Montreal market. Stocks are firmly held; there are scarcely any offerings under 16c. Mediums are worth 16 to 17c. and good mediums 17 to 18c. These teas last year were worth only $11\frac{1}{2}$ to 13c. We hear

that quite a few low-grade nondescript Japans are being brought into this market. If this report be true, we cannot vouch that they will bring full values. Yet, they will not affect the value of the higher grades. The jobbers' stocks of tea are extremely low. No teas are to be obtained in Japan under 15c. laid down here, and it is just possible that when the Canadian demand sets in the holders of tea at the primary markets may be able to force tea still higher. The American market continues firm.

China blacks remain steady; the bringing of tea by the Suez Canal will probably lower the values of China teas slightly this year. Greens continue firm and scarce.

COFFEES.

Good quantities of coffee are moving at unchanged figures. Maracaibo is selling at 12 to 14c.; Rio, 10 to 11c.; Santos, $9\frac{1}{2}$ to 12c.; Javas, $17\frac{1}{2}$ to 40c.; Mocha, 19 to 25c.

GREEN FRUITS.

The movement in fruits is not so brisk, although some lines continue active. Grapes still arrive in large quantities and are being readily disposed of. Bananas are higher this week; New York is not consigning any more surplus to this market, and, as dealers have to buy, prices have advanced. Lemons are lower again this week. Apples are moving freely. There is a good call for figs. We quote as follows: Oranges, barrels, \$5 to \$5.50; new Jamaica Verdill lemons, 300's, \$3.50 to \$4; 360's, \$1.50 to \$2 per box; bananas, firsts, \$1.50 to \$1.75; eight hands, \$1 to \$1.25; Californian peaches, \$1.25 per box; Californian plums, \$1.25 per box; watermelons, 20c. each; apples, fall, \$1.25 to \$2 per bbl.; winter, \$2 to \$2.50 per bbl.; Californian pears, \$2.50 to \$3 per box; Canadian pears, 15 to 30c. per basket; Canadian peaches, 40 to 50c. per basket; grapes, $1\frac{3}{4}$ to 2c. per lb., 18 to 20c. per basket; cranberries, \$7.75 to \$8.25 per bbl.; Spanish onions, \$2.25 per large crate and 80c. per small crate; chestnuts, 8 to 10c. per lb.; sweet potatoes, \$2.50 to \$2.75 per bbl.; new figs, fancy, 16c.; choice, 10 to 12c. per lb. in 10 lb. boxes.

COUNTRY PRODUCE.

EGGS — The country market has been rather easier, fresh goods being offered at 15 to $15\frac{1}{2}$ c., as against 16c. some time ago. The European market is easy, but there is no change locally. No. 1 candled stock is worth 17 to 18c.; No. 2, 12 to 14c., and culls, 9 to 11c. per dozen.

MAPLE PRODUCT — In maple product, there is no change, and business is quiet. Syrup sells at 70 to 75c. per tin of 14 lb., 50 to 60c. per tin of 10 lb., and $6\frac{1}{2}$ to 7c. per lb., in wood. Sugar is worth 8 to 9c.

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OLD CHUM.

SEAL OF NORTH CAROLINA

OLD GOLD

CIGARETTES —

RICHMOND STRAIGHT CUT.

SWEET CAPORAL.

ATHLETE.

DERBY

Winnipeg Brokers.

ENGLISH AND CANADIAN MANUFACTURERS

desiring to place their goods on the Market
of Western Canada, should communicate
with

STEELE & TOMS,

Wholesale Commission Merchants and Brokers.

WINNIPEG, MAN.

JOSEPH CARMAN . . .

WHOLESALE MERCHANDISE BROKER
AND MANUFACTURERS' AGENT.

Winnipeg, Manitoba, Canada.

Secretary Winnipeg Fruit and Produce Exchange.
Correspondence and Agencies Solicited.

W. R. ROWAN

Manufacturers' Agent and Com-
mission Merchant.

Correspondence Solicited.

OFFICE :
132 Princess St., Winnipeg, Man.

STORAGE

Eastern firms desiring Storage in **WINNIPEG**
will find it to their advantage to communicate with
me. Track facilities. Lowest rate of insurance in
the city.

E. NICHOLSON

Wholesale Commission Merchant and
Broker.

115 Bannatyne Street East, **Winnipeg, Man.**

Winnipeg Fruit Merchants.

THE RUBLEE FRUIT CO.

LIMITED.

IMPORTERS OF FOREIGN AND DOMESTIC
GREEN AND DRIED FRUITS, NUTS, Etc

151 Bannatyne St.,
WINNIPEG, MAN.

12th St.,
BRANDON, MAN.

Winnipeg Advertising Agents.

ADVERTISING in WESTERN CANADA

will be Carefully, Efficiently, and Promptly
attended to by

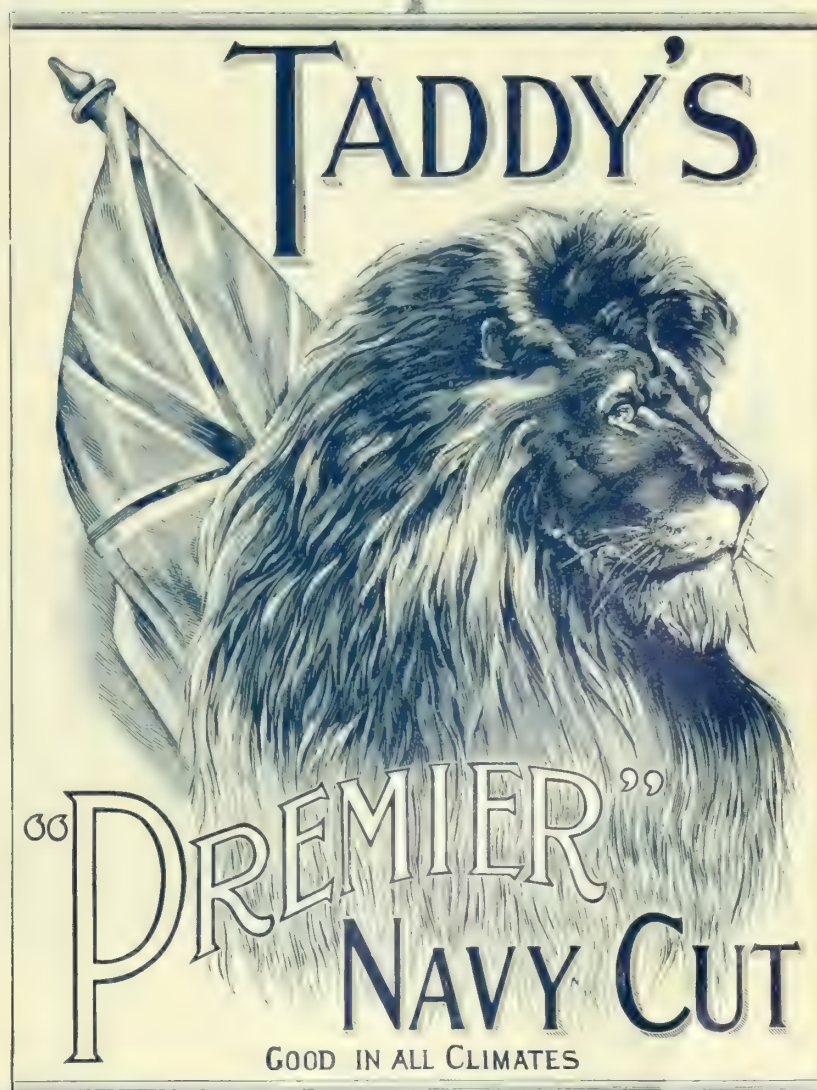
The Roberts Advertising Agency,
WINNIPEG, CANADA.

Do You Suppose —

that thousands of the ablest
grocers in Canada would buy

Clark's Pork and Beans

and send duplicate orders, if quality did not
warrant them in doing so?



Packed in 2-oz., 4-oz. and ½-lb.
AIRTIGHT TINS.

SOLE AGENTS FOR CANADA —

JAMES TURNER & CO., Hamilton, Ont.

BEANS—There has been no change in the bean market. We quote: Canadian hand-picked at \$1.60 to \$1.65, and primes at \$1.40.

HONEY—The demand for honey was quiet, and prices are steady. White clover honey is worth 12 to 12½c.; white extracted, in large tins, 8 to 8½c., and in small tins, 8½ to 9c., and buckwheat extracted, 6½ to 7½c.

ASHES—The market for ashes has been quiet and unchanged. We quote: \$5 to \$5.15 for first pots, \$4.70 for second, and first pearls, \$6 per 100 lb.

PROVISIONS.

Trade in all lines has been rather quiet, but the undertone is firm. Lard is about ¼c. higher. We quote: Heavy Canadian short cut mess pork, \$19.50 to \$20.00; selected heavy short cut mess pork, boneless special quality, \$20.50 to \$21.00; heavy Canada short cut clear pork, \$19.00 to \$19.50, hams, 10½ to 14c., and bacon, 12 to 14c. per lb. Refined lard compound (Fairbank's) \$1.75 per pail; Snow White and Globe compound, \$1.65 per pail; cottolene, 8¾c. per lb. in tierces and 9¾c. in pails; pure Canadian lard, 10 to 11½c.

FLOUR AND GRAIN.

FLOUR—The market is quiet, as buyers limit their purchases to small hand-to-mouth parcels. We quote: Manitoba spring wheat patents, \$4.40 to \$4.70; winter wheat patents, \$3.65 to \$3.85; straight roller, \$3.30 to \$3.50; in bags, \$1.60 to \$1.70, and Manitoba strong bakers', \$4.25 to \$4.40.

GRAIN—Prices are steady. We quote as follows: No. 1 spring wheat, 75 to 75½c. afloat; peas, new crop, 66½ to 67c.; rye, 55½ to 56c.; No. 2 barley, 47½ to 48c.; oats, 28 to 28½c.; buckwheat, 55c.

FEED—The tone of the feed market is firm under a good demand. We quote as follows: Manitoba bran, in bags, \$16; shorts, \$18; mouille, \$20 to \$24; Ontario bran in bulk, \$15.50 to \$16, and shorts, \$17 to \$18 per ton.

OATMEAL—The market shows no change. Sales have been made at \$3.25 to \$3.30 per bbl., and at \$1.57½ to \$1.60 per bag.

HAY—The hay market has been rather quiet and easy. We quote: No. 1, \$9.50 to \$10; No. 2, \$8.50 to \$9, and clover, \$7.50 to \$8.25 per ton, in carload lots on track.

CHEESE AND BUTTER.

CHEESE—On Monday 7,000 to 8,000 boxes of Quebec cheese sold at the wharf at 10½ to 10¾c., this being a break of ¼c. from last Monday's prices. The local market is dull and weaker. Prices are nominal. Holders would want at least 11¼c. for their finest Western goods, though buyers would not want to pay that

much. Township's might be quoted 10¾c to 11c.

BUTTER—The market is not active, but yet it is fairly strong, some sales of fancy creamery being reported at figures as high as 21c. The market might be quoted at 20½c. to 20¾c. Seconds run down to 19½c. Dairy is scarce at 15c. to 17c.

FISH AND GAME.

Mild weather has interfered considerably with business during the past week. Fresh fish are comparatively scarce. The market for salt fish is normal. We quote: Fresh fish—British Columbian salmon, fresh, 16c. per lb.; haddock, 5c.; halibut, 12 to 15c.; dore or pickerel, 9c.; whitefish, 9c.; pike, 6c.; trout, 9c. Salt fish—British Columbian salmon, No. 1, \$13 per bbl.; Labrador salmon, \$14 per bbl.; green cod, No. 1, \$4.75 per 200 lb.; small, \$3.75 per 200 lb.; Loch Fyne herrings, \$1.05 per keg. Smoked fish—Finnan haddies, 6½ to 7c. per lb.; smoked herrings, 12 to 15c. per box. Prepared fish—Skinless cod, in 100-lb. cases, \$4 to \$4.25; dried cod, in 112-lb. bundles, \$5 per cwt.; boneless cod, in bricks, 5½c. per lb.; boneless fish, loose, in 25-lb. boxes, 4½c., and 5-lb. boxes, 5c. per lb. Partridge, 70 to 75c. for firsts, and 40 to 50c. for seconds, per brace.

NEW BRUNSWICK MARKETS.

OFFICE OF THE CANADIAN GROCER.

St. John, N.B., October 24, 1900.

GENERAL trade continues fairly active, though the great vigor which characterizes the election campaign interferes to some extent. The features of the market are the strength of dairy products, molasses, provisions, fish and some dried fruits. Burning oils have declined a little, and sugar is dull. New yellow buckwheat meal is offered. The flour market is unchanged. The movement of lumbermen's supplies has begun, and several schooners have loaded for points up the Bay. The cut of logs in this Province will be about as large as usual. The question whether there will be as large a winter port trade as usual through this port is the most interesting local issue.

OIL—There has been a slight decline in burning oils. Demand is good at this season. In lubricating and paint oils there is no change to note.

SALT—Demand for coarse salt continues light, owing to the scarcity of herring this season for pickling purposes. Stocks are ample for the present. Trade in other grades is fair. We quote: Liverpool coarse, 50 to 55c.; English factory-filled, 95c. to \$1; Canadian fine, \$1 per bag; cheese and butter salt, bulk, \$2.40 per bbl.; 5-lb. bags,

\$2.85 to \$2.90 per bbl.; 10-lb. bags, \$2.70 to \$2.75 per bbl.; 20-lb. wood boxes, 22c. each; 10-lb. wood boxes, 14c. each; cartons, \$2 per case of 2 doz.; English bottled salt, \$1.25 to \$1.30 per doz.; mineral rock salt 60c. per 100 lb.

CANNED GOODS—There is no change in prices to record. Trade is fairly active and orders are now being filled. The largest local transaction for a long time was the purchase recently by a St. John firm of 16 carloads of the canned goods of The Maritime Pure Food Co., of Woodstock. Prices, generally, remain steady.

GREEN FRUITS—The supply of apples is large, and a good No. 2 Gravensteins can be got for \$1 per bbl. Nova Scotian as well as Cape Cod cranberries are offered. Malaga lemons are in stock. In oranges, Jamaicas still rule the market. Both American and Canadian quinces are offered. Canadian pears are still offered in baskets.

DRIED FRUITS—New raisins, chiefly from California, are expected next week. A few Valencias will also be received. Currants are decidedly strong at high prices. In other lines there is nothing special to note. Nuts are high and firm.

DAIRY PRODUCE—Butter and eggs have advanced and the market is very firm. Cheese brings full prices.

SUGAR—The market is easy and dull, very little being done at present.

MOLASSES—The market is very firm, with stocks light, both of Porto Rico and Barbadoes. Some good-sized lots were not long since sold out of this market, making the feeling decidedly firmer.

FISH—Prices are tending higher for pickled and dry fish. Pickled herring are very scarce. There is practically nothing coming in, and dealers report trade dull on that account. We quote: Large and medium dry cod, \$3.50 to \$3.60; small, \$2.00 to \$2.25; pickled shad, \$5.50 to \$6.00; haddies, 4½ to 5c.; smoked herring, 8½ to 10c.; fresh haddock and cod, 2½c.; boneless fish, 4 to 5c.; pollock, \$1.70 to \$1.75 per 100; pickled herring, \$2.25 to \$2.35 per half bbl., bloaters, 75c., and kippers, \$1; halibut, 10c.

PROVISIONS—Local packers report an active market for all the pork products they can turn out. The market is firm all around, lard being especially high.

FLOUR, FEED AND MEAL—The flour market is steady, and there is no change in cornmeal or oatmeal. Middlings are lower. The demand in all of the following lines is fairly good. We quote as follows: Manitoba flour, \$5.10 to \$5.25; best Ontario, \$4.15 to \$4.20; medium, \$4.10 to \$4.15; oatmeal, \$3.50 to \$3.65; cornmeal, \$2.30 to \$2.35; middlings,



M. Carton

Importer and Wholesale Grocer



206 Simcoe Street,
PETERBOROUGH,
ONT.

Confectioners' and Grocers' Supplies

Foreign Refined and
Granulated Sugars,
Dates, Figs, Currants,
Nuts, etc.

We are HEADQUARTERS for all these lines.

THOS. MONTGOMERY & SON

Commission Agents

329 Board of Trade, MONTREAL.

Representing THE HILLS BROTHERS CO., of NEW YORK.

ESTABLISHED 1860.

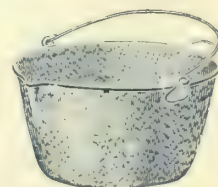
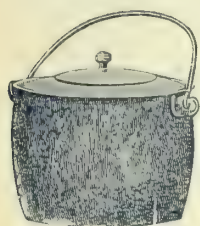
INCORPORATED 1895.

ENAMELLED WARE

Awarded

 GOLD MEDAL 

PARIS EXPOSITION 1900.



Our Brands:

"Crescent"
"Premier"
"Princess"
White
Blue and White
White Decorated
"Star" Decorated

Guaranteed not to Chip or Burn.

Tinware--Pieced, Pressed, Japanned, Lithographed.
Galvanized and Sheet Iron Wares.
Copper and Nickle Plated Goods, Etc.

THE THOS. DAVIDSON MFG. CO., Limited

Write for Catalogue and Prices.

MONTREAL.

\$20 to \$21; oats, 34 to 35c.; hand-picked beans, \$1.55 to \$1.60; prime, \$1.45 to \$1.55; yellow-eye beans, \$2.40 to \$2.50; split peas, \$4.10 to \$4.15; round peas, \$3.25 to \$3.40; pot barley, \$3.85 to \$4; hay, \$9 to \$9.50.

A LESSON IN INTEREST.

TOO often it is the case that business men do not realize at the time how quickly the interest eats up principal, remarks a contemporary. The following anecdote of Peter Cooper, the great philanthropist, very forcefully illustrates the point.

Once, while Peter Cooper was talking about a project with an acquaintance, the latter said he would have to borrow money for six months, paying interest at the rate of 3 per cent. a month.

"Why do you borrow for so short a time?" Mr. Cooper asked.

"Because the brokers will not negotiate bills for longer."

"Well, if you wish," said Mr. Cooper, "I will discount your note at that rate for three years."

"Are you in earnest?" asked the would-be borrower.

"Certainly I am. I will discount your note for \$10,000 for three years at that rate. Will you do it?"

"Of course I will," said the merchant.

"Very well," said Mr. Cooper. "Just sign a note for \$10,000, payable in three years, and give me your check for \$800, and the transaction will be complete."

"But where is the money for me?" asked the astonished merchant.

"You don't get any money," was the reply. "Your interest for 36 months at 3 per cent. a month amounts to 108 per cent., or \$10,800. Therefore, your check for \$800 just makes us even."

GOOD ADVICE RE POULTRY.

"I intend," said J. A. McLean, commission dealer, Toronto, to THE CANADIAN GROCER this week, "to make a big bid for the poultry trade this season. I have handled just about double as many eggs this year as last. My butter trade has also grown in proportion. Therefore, I see no reason why I should not obtain the same results with poultry. I have the connection and can sell the stock. I want to get in touch with shippers as early as I can, too, for I want to advise every man who does business with me to have a talk with his customers and tell them that the only way to get good results from their poultry is to fatten, kill and market them in the proper way. There is money for everyone concerned when proper attention is paid to these points. They should all be dry plucked and I would like them to arrive in

smaller crates than is often the custom. I am looking for good prices this fall owing to the big export demand."

MARRIAGE OF MISS McWILLIAM.

Miss Isabella McWilliam, daughter of George McWilliam, of McWilliam & Everist, Toronto, was married on Wednesday evening of this week to Howard Ayre, of the same city. The young couple are both popular and received many valuable presents. After an extended tour to New York and other eastern cities they will start housekeeping at 103 Morse street, Toronto,

BAKING POWDER MEN MEET.

Mr. Wm. Dobie, manager for E. W. Gillett, Toronto, has returned from Chicago, where he was last week attending the meeting of the American Baking Powder Association. The association is an organization that was formed to withstand the Baking Powder Trust. On the evening of October 16, the delegates were entertained at a banquet given by the local members. It was a most happy affair.

TORONTO EARLY-CLOSING CASES.

Two Toronto retail grocers, Adam Reddock, 443 Parliament street, and E. J. Henry, 783 Queen street east, were tried on Monday on a charge of breaking the early-closing by-law. Sales of jam and biscuits were proven in Mr. Henry's case, and of sugar in Mr. Reddock's, and as both were classed as grocers under the by-law, convictions were entered and fines of \$5 and costs imposed in both cases.

AN ANALYSIS OF COCOA.

A bulletin has been issued by the Department of Inland Revenue of analyses made upon 66 samples of cocoas and chocolates which were collected throughout the Dominion in February of the present year. The report says that the samples examined comprise 27 plain (non-sugared) cocoas and 39 sugared cocoas, or chocolates. Of the plain cocoas only three samples contain the whole of the fat normally present in the cocoa bean. The remaining 24 samples have been treated in such a way as to remove from one-fifth to about two-thirds of this fat.

Since the fat of the cocoa bean (cocoa butter) has a high value in pharmacy there is a great temptation to remove it from the beans before employing these in the manufacture of commercial cocoas. At the same time it is claimed that cocoa from which a portion of the fat has been removed is a much preferable article to the normal substance, giving a more palatable solution and being more easily digested. This may be quite true, but it is pointed out that the

removal of the fat deprives the cocoa of much of its value as a nourishing food, and that the purchaser has a right to know to what extent the manufacturer has carried the removal.

FLOUR FOR GROCERS.

Grocers and other retailers who sell flour always like to be brought in touch with those who make a specialty of that commodity. P. R. Miller, of Room 511, Board of Trade building, Toronto, makes a specialty of flour, and it will be noticed by his advertisement on page 34 that he invites correspondence. When writing to him kindly mention THE CANADIAN GROCER.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures, and abbreviations each count as one word in estimating cost.

FOR SALE.

An old-established Grocery Business. Having decided to retire from the grocery business, I am now offering it for sale, which I have for 17 years successfully carried on. Satisfactory reasons will be given for my selling by addressing,

Fred Carne Jr.,
Victoria, B.C.

(44)

Our Lines of

Cakes..

✻ AND ✻

..Biscuits

ARE GREAT
TRADE-WINNERS.

Try them and be glad.

An Elegant

Fruit Biscuit

8 Cents a Pound in Barrels.

SAMPLES ON APPLICATION.

ADDRESS...

The Home Cake Co.,

GUELPH, ONT.

PAR VALUE.

Under a cup test, a judge of teas unhesitatingly selects

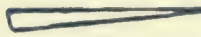
"KOLONA"

PURE CEYLON TEA

as representing the EXACT VALUE at which it is sold. Not being confined to any particular section, the packers select the choicest leaf from the best tea producing districts, thus ensuring uniform quality, top notch of value, and a thoroughly satisfied tea patronage to the grocer.

THE **EBY, BLAIN CO.,** LIMITED

IMPORTERS, BLENDERS,
AND PACKERS.

 **TORONTO.**

THANKSGIVING DAY OUTING.

THERE is no lack of good feeling between Toronto grocers and grocery travelers. At every opportunity they, or at least some of them, get together and enjoy themselves in some up-to-date manner. On Thanksgiving Day a party of 30 was organized, consisting of W. Berwick, of John Sloan & Co.; W. Kendry, of F. W. Humphrey; Chas. Irwin, of G. F. & J. Galt; C. E. and John Edmonds, J. Norris and T. Holman, of The Christie, Brown Co., Limited; O. E. Jones, of The Eby, Blain Co., Limited; M. A. Muldrew, of T. Kinneer & Co.; E. L. Williamson and M. R. Ryan, and the following grocers: D. J. Kelly, R. H. Stewart, Fred. Mauthie, W. Anderson, Somers Bros., R. Robertson, A. O. Robinson, J. T. Schoales, H. C. Manly, W. Moore, Pringle, Scott, Ricard, Gibbons, Bright, J. Murphy and Thos. Pears.

The party met at the corner of Yonge and Queen streets at 10 a. m., arrayed in tall white hats, and light-colored overcoats and wearing carnation buttonholes. In two fine drags they made a merry trip to Woodbridge Fair. Here they marched in a body to the grounds, where their unique uniformity of costumes excited much comment. Here they rounded up N. Clarke Wallace, J. W. St. John, J. G. Gibson, J. S. Bond, W. H. Marmion, J. F. Morrish and other

notables, and made all give them a speech. After the fun they made a tour of inspection of the various exhibits. On the return home they stopped at Weston for supper, where speeches were made by several in the party and songs rendered by others. The rest of the trip home was a rollicking, jolly affair, all joining in singing the songs popular on such occasions. About 10 o'clock the party arrived at the City Athletic Club, where one of the comfortable rooms was secured and the day properly finished by making each one in the party tell a story, sing a song or make a speech. "And the beauty of it all was," said one of the party "that there were no headaches nor hard feelings the next morning."

GOLD MEDAL FOR CANADIAN CHEESE.

Canadian cheese has long been recognized as a leading article in its line, so the award of the gold medal at the Paris Exposition to MacLaren's "Imperial" cheese will not surprise many in this country. The excellence of MacLaren's cheese has now been testified to by two continents, as it will be remembered that the highest award at the Chicago World's Fair in 1893 was given to it. The number of brands of cheese put up in imitation of MacLaren's is, perhaps, the best recommendation that can be given, but the failure of the imitators to approach

the quality of this cheese will keep it in its place at the front of Canadian products.

QUALITY ALWAYS COUNTS.

"I DOUBT if quality is as important in any business," said T. H. Smith, Toronto, this week, "as it is in the commission produce business. We handle such an immense quantity of goods, coming from so many and going to such a large number of people, that we have to dispose of every degree of quality. Take butter for instance. In the same day we will sell some for 12c. and some for 18c. This year the tendency seems to be to make ordinary stuff, partly because of the difficulty of making gilt-edged stock in hot weather, and partly because of the high values that have been paid for even common stock. The result is that gilt-edged butter is a ready seller, while you can get more than you want of the common stuff any time. Merchants should, therefore, make it a point to keep their eye on quality.

"The same is true with regard to poultry. Clean, fat, but well starved, dry-plucked stock, sells readily at any time, but when it is sent in lean, scalded, and with a full crop, it has to be sold for half or three-quarter price, and sometimes is a dead loss. I know the retailer is not directly responsible for this, but I believe he can do much to persuade his customers to pay more attention to quality. That's why I say this to you."

Tuckett's Tobaccos

T. & B. "Myrtle Navy" and "Lily"

T. & B. "Myrtle" and "Orinoco" Cut

The standards of comparison, manufactured from the choicest Imported Leaf exclusively, and

  **UNION MADE**  

CURRENT MARKET QUOTATIONS

October 25, 1900.

This list is corrected every Thursday, and the quotations herein given are for the cities of Montreal, Toronto, St. John, N.B., and Halifax. The prices are solicited for publication, and are of such quantities and qualities as are usually ordered by retail dealers on the usual terms of credit. For Winnipeg market report and prices see page 134.

Goods in large lots and for prompt pay are generally obtainable at lower prices. All quotations for staple products are under the direct control of the Editors who call daily upon all the leading houses in the principal centres.

BUTTER, CHEESE AND EGGS

	Montreal.		Toronto.		St. John, Halifax.	
Dairy, choice, large rolls, per lb.	\$	\$	\$	\$	\$	\$
" " pound blocks	15	17	18	19	22	23
" " tubs, best	15	17	18	19	20	23
" " tubs, second grade	21	21	19	20	18	20
Creamery, tubs and boxes	22	22	22	23	23	23
" " prints and squares	11	12	11	12	12	12
Cheese, new, per lb.	17	18	18	19	18	20
Eggs, new laid, per doz.						

CANNED GOODS

Apples, 3's	90	0 90	0 85	0 90	1 00	1 10
" " gallons	2 15	2 25	2 00	2 25	2 15	2 25
Asparagus	2 20	2 25	2 00	2 40		
Beets	1 00	1 00	1 95	1 10		
Blackberries, 2's	80	85	75	85	93	1 00
Blueberries, 2's	90	95	80	85	90	95
Beans, 2's	85	1 00	77	80	85	91
Corn, 2's	2 15	2 20	2 00	2 25	2 30	2 40
Cherries, red, pitted, 2's	2 00	2 15	2 00	2 25		
" " white	80	90		80	80	85
Peas, 2's	1 10	1 10		1 00	1 10	1 15
" " sifted	1 20	1 20	1 25	1 30	1 20	1 25
" " extra sifted		1 65		1 50	1 75	1 80
Pears, Bartlett, 2's	2 10	2 10	2 25	2 50	2 25	2 50
" " 3's	2 15	2 40	2 25	2 50	2 15	2 25
Pineapple, 2's	2 40	2 60	2 50	2 60	2 50	2 60
" " 3's	1 50	1 90	1 75	1 90	1 85	1 85
Peaches, 2's	2 25	2 90	2 50	2 60	2 70	2 85
" " 3's	1 25	1 35	1 10	1 25	1 30	1 60
Plums, green gages, 2's		1 25	1 00	1 10	1 30	1 50
" " Lombard				1 00	1 10	1 30
" " Damson, blue		85	80	85	1 00	1 25
Pumpkins, 3's			2 10	2 25	2 10	2 25
" " gallon	1 45	1 60	1 60	1 80	1 70	1 75
Raspberries, 2's	1 70	1 85	1 60	1 90	1 75	1 80
Strawberries, 2's	1 25	1 25	1 15	1 15	1 10	1 15
Succotash, 2's	90	1 00	85	87	95	1 05
Tomatoes, 3's	3 15	3 20		3 25	3 10	3 25
Lobster, tails	3 65	3 75		3 50		1 25
" " 1-lb. flats	1 31	1 85	1 15	1 25	1 25	1 35
" " 1/2-lb. flats	1 25	1 35	1 15	1 25	1 25	1 35
Mackerel	1 25	1 35	1 15	1 25	1 25	1 35
Salmon, sockeye, Fraser	1 50	1 60	1 60	1 65	1 50	1 60
" " Northern					1 60	
" " Horseshoe		1 30	1 25	1 30	1 30	1 35
" " Cohoes	12	12	12	13	14	15
Sardines, Albert, 1/2's	20	21	20	21	20	21
" " 3's	11	12		12	12	12
" " Sportsman, 1/2's	19	20		21	20	21
" " 3's	9	11	10	11	16	18
" " key opener, 1/2's	20	22	23	25	23	25
" " 3's	27	30	33	36	33	36
" " P. & C., 1/2's	1	4	4	4	3	4
" " Domestic, 1/2's	7	8	9	11		
" " Mustard, 1/2 size, cases	7 50	11 00	8 50	9 00	10 00	11 00
50 tins, per 100		1 00	1 00	1 15	90	1 00
Haddies	1 55	1 85	1 00	1 60	90	1 00
Kipperd Herrings	1 50	1 55	1 00	1 60		2 00
Herring in Tomato Sauce						

CANDIED PEELS

Lemon, per lb.	11	11	11	12	13	15
Orange, " "	11	12	12	13	13	15
Citron, " "	14	15	16	17	15	17

GREEN FRUITS

Oranges, Jamaica, per bbl.	5 00	5 50		6 00	5 50	6 00
Lemons, Palermo, per box	6 50	7 00	2 50	3 50		
" " Messina, per box				4 00		5 00
" " Malaga, per box				3 50		
" " chests					8 00	
Spanish Onions, per case	1 50	1 75	1 25	1 75	1 75	2 00
Bananas, per bunch	1 25	2 50	75	1 50	1 00	2 00
Apples, per bbl.	10	50	85	60	60	90
Peaches, per basket	15	20	40	40	65	
Pears, per basket	18	21		20	30	
Grapes, small basket			6 00	7 00	5 00	6 00
Malaga grapes, per keg	2 50	2 75	2 50	3 00	3 50	
Sweet potatoes, per bbl.	7 50	8 00	7 50	8 00	7 50	
Cranberries, Cape Cod, per bbl.					6 00	
" " Nova Scotia, per bbl.						

SUGAR

Granulated St. Lawrence and Red.	5 00		5 18	5 10	5 15	
Granulated, Acadia	4 95		5 13	5 00	5 05	
Paris Lump, bbls. and 100-lb. bxs	5 60		5 68	5	6	
" " in 50-lb. boxes	5 70		5 78			
Extra Ground Icing, bbls.	5 00		5 15			
Powdered, bbls.	5 25		5 90	5	6	
Phoenix	4 90		4 88			
Cream	4 80		4 88			
Extra bright coffee	4 70		4 88	4	4	
Bright coffee	4 60		4 78	4	4	
Bright yellow	4 45		4 68			
No. 3 yellow	4 40		4 58	4	4	
No. 2 yellow	4 20		4 38			
No. 1 yellow						

HARDWARE, PAINTS AND OILS

Wire nails, base	\$2 85		\$2 85		\$3 20
Cut nails, base	2 35		2 35		2 85
Barbed wire, per 100-lb.	3 20		3 00		3 50
Smooth Steel Wire (oiled and annealed, etc.), base	2 80		2 80		
White lead, Pure	6 50		6 62		6 80
Linseed oil, 1 to 4 bbls, raw	80		80		80
" " boiled	83		83		83
Turpentine, single bbls	61		60		70

SYRUPS AND MOLASSES

Syrups—					
Dark	2		30		
Medium	2 1/4		35		
Bright	2 3/4				
Corn Syrup, barrel, per lb.	2 3/4				
" " 1/2 bbls.	3				
" " kegs	3 1/2				
" " 3 gal. pails, each	1 50		1 50		
" " 2 gal.	1 20		1 20		
Honey					
" " 25-lb. pails	90		1 00		
" " 38-lb. pails	1 20		1 40		
Molasses—					
New Orleans	25	35	23	27	29
Barbadoes, new	40	41			38
Porto Rico			38	42	44
Antigua	35	36			
St. Croix					

CANNED MEATS

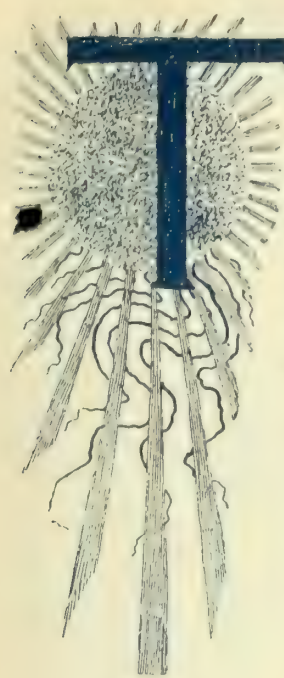
Comp. corn beef, 1-lb. cans	1 45	\$1 85	\$1 60	\$1 65	\$1 60	\$1 70
" " 2-lb. cans	2 65	3 30	2 85	3 00	2 80	2 90
" " 6-lb. cans	8 25	11 00		8 25	8 75	9 25
" " 14-lb. cans	20 00	21 00		19 50	20 00	21 00
Minced callops, 2-lb. can		2 75		2 60	2 50	2 80
Lunch tongue, 1-lb. can	3 00	3 90		3 00	3 00	3 25
" " 2-lb. can	6 00	7 90		7 00	5 80	6 00
English brawn, 1-lb. can	2 25	2 75		2 45	2 75	2 80
Camp sausage, 1-lb. can				2 50	2 50	
" " 2-lb. can				4 00	4 00	
Soups, assorted, 1-lb. can	1 15	1 50		1 50	1 40	
" " 2-lb. can	2 40	2 45		2 20	2 25	
Soups and Bouill, 2-lb. can	1 75	2 50		1 80	1 75	
" " 6-lb. can	3 50	5 85		4 50	4 25	
Sliced smoked beef, 1/2's	1 65	1 70	1 65	1 70		2 00
" " 1's	2 75	3 10	2 80	2 95		3 25

FRUITS

Foreign—					
Currents, Provincials, bbl.	11	12			12
“ “ 1/2-bbls	11 1/4	12 1/4			
“ “ Filiatras, bbls	11 1/2	12 1/2			
“ “ 1/2-bbls.	12	13			
“ “ cases	12	13			
“ “ 1/2-cases.	13	13 1/2			12 1/2
“ “ Patras, bbls					
“ “ 1/2-bbls.					
“ “ cases	13			15	
“ “ 1/2-cases.	13			18	
“ “ Campos			16		
Vostizzas, cases	13	14		16	
Dates, boxes		5	4 1/2	5 1/2	5 1/2
Figs, 10-lb. boxes	75	1 10	11	12	10
“ “ Mats, per lb.			3 1/4	3 1/2	
“ “ 7 cr., 28-lb. boxes				16	
“ “ 1-lb. glove boxes			8 1/2	10 1/2	
Prunes, California, 30's		11			10
“ “ 40's	8 1/2	10		11	8 1/2
“ “ 50's	8	9		8 1/2	8
“ “ 60's	7 1/2	8 1/2		6 3/4	7 1/2
“ “ 70's	7	7 1/2		6 1/4	7
“ “ 80's	6 1/2	7		6	6 1/2
“ “ 90's			5 1/2	6	
“ “ Bosnia, A's.				9	
“ “ B's.			7 1/2	8	
“ “ U's.		5 1/4	6 1/2	7	
“ “ French, 50's.					
“ “ 110's.			4 1/4	4 1/2	
Raisins, Fine off stalk		8		9	8
“ “ Selected		8 1/2		9 1/2	9
“ “ Selected layers		9		10	
“ “ Sultanias	11	13	11	15	10
“ “ California, 2 crown	7 1/2	8		8 1/4	9
“ “ 3 crown		8		9	9 1/2
“ “ 4 crown		11		11 1/2	11
“ “ seeded, 3-cr	10 1/2	11			1 65
“ “ Malaga, Lon. layers		1 50			1 80
“ “ Black baskets					1 90
“ “ Blue baskets					2 75
“ “ Dehesa clusters					
“ “ Connoisseur clusters			8 00		
“ “ Extra de-sect.			8 75		

PROVISIONS

Dry Salted Meats—					
Long clear bacon					
Smoked meats—					
Breakfast bacon					
Rolls					
Hams					
Shoulder hams					
Backs					
Meats out of pickle 1c. less.					
Barrel Pork—					
Canadian heavy mess					
“ “ short cut					
Clear shoulder mess					
Plate beef					
Lard, tierces, per lb					
Tubs					
Pails					



Tillson's Pan-Dried Rolled Oats

Substitution seems to be very popular just now. It is surprising the number of grocers that are selling inferior grades of Rolled Oats under the guise of Tillson's Pan-Dried. Samples of so called "Tillson's" Oats have been sent us by women who claim that they were bought for "Tillson's Brand" — the

sample and the original are as far apart as the sun and the moon.

Just what a grocer expects to gain by substitution is far beyond us — if he is not afraid of the ill-will of his customers he will certainly gain that! We can't stamp our Trade Mark on each individual flake, but we often wish we could. The grocer who keeps on substituting will sooner or later be found out. Our means of detection are better, stronger, surer than they ever were.

The Tillson Co'y, Limited

Tilsonburg, Ont.

COFFEE

Green—	Montreal,	Toronto.	St. John, Halifax.
Mocha	24	23	25 30
Old Government Java	27	22	25 30
Rio	10	10 12	12 13
Santos	11	11	11
Plantation Ceylon	29	26 30	29 31
Porto Rico	22	25 24	28
Guatemala	18	15 20	18 22
Jamaica	13	13	13 15
Maracaibo	13	13	13 15

NUTS

Brazil	15	16	8 9
Valencia shelled almonds	42 45	34	22 25
Tarragona almonds	15 16	14	13 15
Formegetta almonds	10	13	9 10
Jordan almonds	6 8	35 40	9 10
Peanuts (roasted)	6 8	9 10	9 10
" (green)	5 7	7 9	9 10
Cocoanuts, per sack	3 00	3 75	3 50 4 00
" per doz.	11 13	60 70	60 70
Grenoble walnuts	10 11	14 9	9 10
Marbot walnuts	8 9	9 10	9 10
Bordeaux walnuts	12 13	11 12	9 10
Sicily filberts	10 11	10 11	10 11
Naples filberts	12 15	10 11	12 14
Pecans	20 21	25 30	16 18
Shelled Walnuts	20 21	25 30	16 18

SODA

Bl-carb, standard, 112-lb. keg	1 65	1 80	2 00	2 25	1 70	1 75
Sai soda, per bbl.	70	75	80	90	85	90
Sai Soda, per keg	95	1 00	1 00	1 00	95	1 00
Granulated Sai Soda, per lb.				1		

SPICES

Pepper, black, ground, in kegs	16	18	18	14	15
" " " in 5-lb. cans	14	17	19	15	16
" " " whole	15	17	19	12	13
Pepper, white, ground, in kegs	26	27	26	24	26
" " " in 5-lb. cans	25	26	25	20	22
" " " whole	23	25	23	20	22
Jinger, Jamaica	19	25	22	20	25
Cloves whole	12	30	14	35	18
Pure mixed spice	25	30	25	30	25
Cassia	13	18	20	40	16
" cream tartar, French	25	24	25	20	22
" " best	28	25	30	25	30
Allspice	10	15	13	16	18

WOODENWARE

Pails, No. 1, 2-hoop	1 90	1 90	1 90
" " " 4-hoop	2 05	2 05	2 05
" " half, grained	1 75	1 75	1 75
" " quarter, jam and covers	1 45	1 20	1 45
" " candy, and covers	2 70	3 20	3 20
Tubs, No. 0	11 00	11 00	11 00
" " 1	9 00	9 00	9 00
" " 2	8 00	8 00	8 00
" " 3	7 00	7 00	7 00

PETROLEUM

	Montreal,	Toronto.	St. John, Halifax.
Canadian water white	17 1/2	15	17 1/2
Sarnia water white	18	17	18 1/2
Sarnia prime white	19	18	19 1/2
American water white	20	18 1/2	19 1/2
Pratt's Astral barrels extra	21	19 1/2	20

TEAS

Congou--Half-chests Kalsow, Morning, Peking	13	60	12	60	11	40
Caddes Peking, Kalsow	17	40	18	50	15	40
Indian--Darjeelings	35	55	35	55	30	50
Assam--Pekoes	20	40	20	40	18	40
Pekoe Souchong	18	25	18	25	17	24
Ceylon--Broken Pekoes	35	42	35	42	34	40
Pekoes	20	30	20	30	20	30
Pekoe Souchong	17 1/2	40	17	45	17	35
China Greens	42	50	42	50		
Gunpowder--Cases, extra first	22	28	22	28		
Half-chests, ordinary first	42	50	42	50		
Young Hyson--Cases, sifted extra firsts	35	40	35	40		
Cases, small leaf, firsts	22	38	22	38		
Half-chests, ordinary firsts	17	19	17	19		
Half-chests, seconds	15	17	15	17		
" " thirds	13	14	13	14		
" " common	28	32	28	32	30	40
Pingsueys	16	19	16	19		
Young Hyson, 1/2 chests, firsts	28	32	28	32		
" " " seconds	16	19	16	19		
" " Half boxes, firsts	16	19	16	19		
" " " seconds	38	40	38	40		
Japans--1/2 chests, finest May pickings	32	36	33	37		
Choice	28	30	30	32		
Fine	25	27	27	30		
" " "	22	24	25	28		
Good medium	19	20	21	23		
Medium	16	18	18	20		
Good common	13	15	15	17		
Common	16	22				
Nagasaki, 1/2 chests, Pekoe	14	15				
" " " Oolong	16	19				
" " " Gunpowder	7 1/2	11				
" " " Siftings						

RICE, MACARONI, SAGO, TAPIOCA.

Rice--Standard B	3 20	3 30				
Patna, per lb	4 25	4 50	4 1/2	4 1/2	4 1/2	4 1/2
Japan	4 10	4 50	4 1/2	4 1/2	4 1/2	4 1/2
Imperial Seeta	4 30	4 50	4 1/2	4 1/2	4 1/2	4 1/2
Extra Burma		5 1/2	6	6	6	6
Java, extra		5 1/2	6	6	6	6
Macaroni, dom'ic, per lb., bulk	5	6	7 1/2	7 1/2	7 1/2	7 1/2
" " imp'd, 1-lb. pkg., French	8	12	10	10	10	10
" " " Italian	8	10	11	12	12	12
Sago	3 1/2	4	4 1/2	4 1/2	5	5
Tapioca	4 1/2	4 1/2	4 1/2	4 1/2	5	6

BENSON'S ENAMEL STARCH

A COLD WATER STARCH

MADE and GUARANTEED by

The Edwardsburg Starch Co., Limited.

SEE OUR PRICE LIST.

THE EDWARDSBURG STARCH CO.,

Works, CARDINAL, ONT.

Limited.

53 Front street East,
TORONTO.164 St. James street.
MONTREAL.

ESTABLISHED 1858

DUNN'S PURE MUSTARDS

GIVE UNBOUNDED SATISFACTION.

The reason is—They are profitable to dealers and satisfying to consumers.

COFFEE.

JAMES TURNER & CO.	per lb.
Mocca	0 32
Damascus	0 28
Cairo	0 20
Sirdar	0 17
Old Dutch Rio.....	0 12½

TODD HUNTER MITCHELL & CO.'S

Excelsior Blend.....	0 32
Jersey	0 29
Rajah	0 20
Old Government Java.....	0 28
Maracaibo	0 18
West India.....	0 16
Rio, choice	0 12

CLOTHES PINS.**BOECKH BROS. & CO.**

Clothes Pins (full count), 5 gross in case, per case	0 55
4 doz. packages (12 to a case)	0 70
6 doz. packages (12 to a case)	0 93

EXTRACTS.**HENRI JONAS & CO.** Per gross.

1 oz. London Extracts	\$6 00
1 oz. " (no corkscrews)	5 50
2 oz. "	9 00
1 oz. Spruce essence	6 00
2 oz. "	9 00
2 oz. Anchor extracts.....	12 00
4 oz. "	21 00
8 oz. "	36 00
1 lb. "	70 00
1 oz. Flat	9 00
2 oz. Flat, Anchor extracts.....	18 00
4 oz. Square	21 00
8 oz. " (corked)	36 00
5 oz. "	72 00

Per doz.

4 oz. " glass stop extracts.....	3 50
8 oz. " "	7 00
2½ oz. Round quintessence extracts ..	2 00
4 oz. Jockey decanters	3 50

FOOD.

Robinson's Patent Barley, ½ lb. tins..	1 25
" " 1 lb. tins ..	2 25
" " Groats, ½ lb. tins ..	1 25
" " 1 lb. tins ..	2 25

JAMS AND JELLIES.**NORTHWELL'S GOODS.** per doz.**Frank Magor & Co., Agents.**

Orange Marmalade.....	1 50
Clear Jelly Marmalade.....	1 80
Strawberry W. F. Jam.....	2 00
Raspberry "	2 00
Apricot "	1 75
Black Currant "	1 85
Other Jama, W. F.	1 55
Red Currant Jelly	2 75

T. UPTON & CO.**Raspberry, Strawberry, Red Currant, Pineapple.**

1-lb. glass jars, 2 doz. in case, per doz	\$1 65
5-lb. tin pails, 8 pails in crate, per lb.	0 07½
7-lb. wood pails, 6 "	0 07½
14-lb. wood pails, per lb.	0 07½
30-lb. "	0 07½

KNIFE POLISH.

Nixey's "Cervus" 6d and 1s. tins	
For price list and strong sale apply W. G.	
Nixey 12 Soho Sq. London, Eng.	

LICORICE.**YOUNG & SMYTH'S LIST.**

5-lb. boxes, wood or paper, per lb....	\$0 40
Fancy boxes (36 or 50 sticks) per box..	1 25
"Ringed" 5 lb. boxes, per lb.....	0 40
"Acme" Pellets, 5 lb. cans, per can..	2 00
"Acme" Pellets, fancy boxes (40) per box	1 50
Tar, Licorice and Tolu Wafers, 5 lb. cans, per can	2 00
Licorice Lozenges, 5 lb. glass jars....	1 75
" " 5 lb. cans	1 50
"Purity" Licorice, 200 sticks	1 45
" " 100 sticks	0 73
Dulce, large cent sticks, 100 in box...	0 75

GILLET'S POWDERED LYE.

4 doz. measure

MUSTARD.

COLMAN'S OR KEEN'S.	
D. S. F., ¼ lb. tins, per doz.	\$1 40
" ½ lb. tins, "	2 50
" 1 lb. tins, "	5 00
Durham, 4 lb. jars, per jar	0 75
" 1 lb. "	0 25
F. D., ¼ lb. tins, per doz.	0 85
" ½ lb. tins	1 45

BAYLE'S PREPARED MUSTARDS.

Robert Greig & Co., Toronto, Agents.	
Horseradish	per doz., \$1 75
English Sandwich	1 75

JONAS' FRENCH MUSTARDS.

HENRI JONAS & CO. Per gross.	
Pony size.....	\$7 50
Imperial, medium	9 00
Imperial, large	12 00
Tumblers	12 00
Mugs	13 20
Pint jars	18 00
Quart jars	24 00

MINCE MEAT.

Wetthey's Condensed, per gross, net	\$12 00
" per case of 3 doz., net....	3 00

ORANGE MARMALADE.

T. UPTON & CO.	
1-lb. glass 2 doz. case, per doz..	\$1 05
7-lb. pails pails in crate, per lb....	0 07½

PICKLES.**STEPHENS.**

A. P. Tippet & Co., Agents.	
Patent stoppers (pint), per doz.	2 30
Corked (pint), "	1 10

BAYLEN.**Robert Greig & Co., Toronto, Agents.**

Pandora, per doz.	2 05
Shred Sweet.....	1 75
Hot Stuff	1 75
Tobacco Sauce, 2-oz. bottle, per doz	\$4 00
Tobacco Pudding vinegar, ½ pt.	2 00

SODA.—COW BRAND

Case of 1 lbs. (corked) containing 40 pkgs. per box, \$3.00	
Case of ½ lbs. (corked) containing 80 pkgs. per box, \$3.00	
Case of 1 lb. and ½ lb. containing 40 pkgs. per box, \$3.00	
Case of 5c. pkgs. (containing 40 pkgs. per box, \$3.00)	

RECKITT'S Blue and Black Lead

ALWAYS GIVE YOUR
CUSTOMERS SATISFACTION



THE DOMINION BREWERY CO., LIMITED

Brewers and Maltsters
TORONTO

Manufacturers of the Celebrated WHITE LABEL ALE

ASK FOR IT AND SEE THAT OUR
BRAND IS ON EVERY CORK.

Our Ales and Porters have been examined by the best Analysts, and they have declared them Pure and Free from any Deleterious Ingredients.

WM. ROSS, Manager.



SOAP



1 box and less than 5
boxes and upwa 4 00
Freight prepaid on
5 box lots

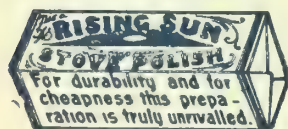


A. P. TIPPET & CO.,
AGENTS

Maypole Soap, colors
per grs. \$10.20, black,
Maypole Soap, per grs., \$15.30,
Oricle Soap, per gross,
\$10.20.

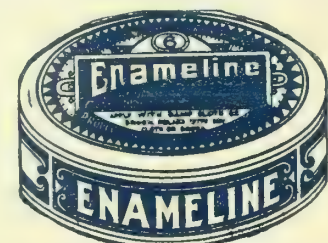
Gloriola Soap, per gross 12 00
Straw Hat Polish, per gross 10 20

STOVE POLISH.



Per gross

Rising Sun, 6-oz. cakes, 1/2-gross bxs. \$ 8 50
Rising Sun, 3-oz. cakes, gross bxs. 4 50
Sun Paste, 10c. size, 1/4 gross boxes... 10 00
Sun Paste, 5c. size, 1/4 gross boxes.... 5 00



No. 4—3 dozen in case, per gross .. 4 80
6—3 dozen in case " " .. 8 40

STARCH.

EDWARDSBURG STARCH CO., LTD.

Laundry Starches— per lb.
No. 1 White or Blue, 4-lb. cartons 0 05 1/2
No. 1 " " 3-lb. " 0 05 1/2
Canada Laundry " 0 04 1/2
Silver Gloss, 6-lb. draw-lid boxes 0 07
Silver Gloss, 6-lb. tin canisters... 0 07
Edwards'g Silver Gloss, 1-lb. pkg. 0 07 1/2
Kegs Silver Gloss, large crystals 0 06
Benson's Satin, 1-lb. cartons..... 0 07 1/2
No. 1 White, bbls. and kegs..... 0 04 1/2
Benson's Enamel, per box..... 3 00

Culinary Starch—
Benson & Co.'s Prep. Corn..... 0 06
Canada Pure Corn..... 0 04 1/2

Rice Starch—
Edwardsburg No. 1 white, 1-lb. cart. 0 09
Edwardsburg No. 1 White or
Blue, 4-lb. lumps..... 0 07 1/2

KINGSFORD'S OSWEGO STARCH.



SILVER { 40-lb. boxes, 1-lb. pkgs., 0 08
GLOSS { 6-lb. boxes, sliding covers
(12-lb. boxes each crate) 0 (8) 1/2

PURE—40-lb. boxes 1-lb. pack..... 0 07
" 48-lb. 16 3-lb. boxes.. 0 07
For puddings, custards, etc.
OSWEGO } 40-lb. boxes, 1-lb.
CORN STARCH. } packages..... 07 1/2
ONTARIO } 38-lb. to 45-lb. boxes,
STARCH } 6 bundles 0 06
STARCH IN } Silver Gloss..... 0 07 1/2
BARRELS } Pure 0 06 1/2

BEE STARCH.

Cases, 64 pkgs. 48's \$5.00
1/2 Cases, 32 pkgs. 24's 2.50
Packages 10c. each.



TEAS.

SALADA CEYLON.

Wholesale. Retail

Brown Label, 1's..... 0 20 0 25
" 1/2's 0 21 0 26
Green Label, 1's and 1/2's..... 0 22 0 30
Blue Label, 1's, 1/2's and 1/4's... 0 30 0 40
Red Label, 1's and 1/2's..... 0 36 0 50
Gold Label, 1/2's..... 0 44 0 60



Ceylon Tea, in
1 and 1/2 lb. lead
packages, black
or mixed.

Black Label, 1-lb., retail at 25c..... 0 19
1/2-lb. " 0 20
Blue Label, retail at 30c..... 0 22
Green Label " 40c..... 0 28
Red Label " 50c..... 0 35
Orange Label, retail at 60c..... 0 42
Gold Label, " 80c..... 0 55

CROWN BRAND

Wholesale Retail

Red Label, 1-lb. and 1/2's..... 0 35 0 50
Blue Label, 1-lb. and 1/2's..... 0 28 0 40
Green Label, 1-lb. " 0 19 0 25
Green Label, 1/2's..... 0 20 0 25
Japan, 1's..... 0 19 0 25

"SNELLINGS PATENT."



English Break-
fast Hopped Tea,
29c.; retail, 40c.
A. Wadde'l & Co.,
agents, Toronto.
Samples on appli-
cation.



Cases, each 60 1-lbs..... 0 35
" 60 1/2-lbs..... 0 35
" 30 1-lbs..... 0 36
" 120 1/2-lbs..... 0 36



LUDELLA CEYLON, 1's
AND 1/2'S PKGS.

Blue Label, 1's..... 0 18 1/2 0 25
Blue Label, 1/2's..... 0 19 0 25
Orange Label, 1's and 1/2's.... 0 21 0 30
Brown Label, 1's and 1/2's.... 0 28 0 40
Brown Label, 1/2's..... 0 30 0 40
Green Label, 1's and 1/2's.... 0 35 0 50
Red Label, 1/2's..... 0 40 0 60

TOBACCO

THE EMPIRE TOBACCO CO., LIMITED.

Smoking—Empire, 3s, 4 1/2's and 9s.... 0 36
Royal Oak, 2 x 3, Solace, 8s..... 0 52
Something Good, 7s..... 0 53

Chewing—Currency, 13 1/4 oz. bars,
spaced 9s..... 0 39
Currency, 6s and 10s 0 39
Old Fox, Narrow 10s..... 0 44
Snowshoe, 10 1/2 oz. bars, spaced 8s 0 44
Snowshoe, pound bars, spaced 6s.. 0 44
Snowshoe, 2 1/4, 6s 0 44

WOODENWARE.

BOEKH BROS. & COMPANY.

Washboards Leader Globe 1 55
" Improved Globe 1 65
" Standard Globe 1 80
" Solid Back Globe 1 90
" Jubilee (perforated).... 2 10
" Crown 1 45

F.o.b. Toronto.

Matches, Kodak, per case (200's) 9
boxes to packages, 47 packages to
case..... 3 31

YEAST.

Royal yeast, 3 doz. Ec. pkgs. in case...

LICORICE..

We manufacture everything in the Licorice line carried by the Grocery, Drug and Confectionery trades. We might mention—Y. & S. Stick Licorice, plain and corrugated; Acme Licorice Pellets; Y. & S. Licorice Lozenges, in cans or glass jars; A B C Blocks; Purity & Dulce Brand one cent sticks; Bundled Licorice Root; Small Cigars, 300 to box, etc. In PLIABLE LICORICE, Triple Tunnel Tubes, Mint Puff-Straps, Navy Plugs and Golf-Sticks 100 to box; Blow Pipes 200 and 300 to box; Manhattan Wafers, 2 1/2 lb. boxes. Write for illustrated catalogue.

OUR LATEST NOVELTY—
BLOW PIPES, 300 TO BOX
Styled, TRIPLETS.

YOUNG & SMYLIE
Established 1845. BROOKLYN, N.Y.



Belleville Canning Co.

Trade Mark, "Queen Brand."

BELLEVILLE,
ONTARIO, CANADA.



Packers of...

*HIGH-CLASS FRUITS,
VEGETABLES, MEATS,
JAMS and JELLIES*

AS FOLLOWS

3-lb. TINS—Apples, Tomatoes, Pears, Peaches and Plums.

2-lb. TINS—Sugar Corn, Peas, Wax Beans, Pears, Peaches, Plums, Strawberries and Raspberries.

OUR SPECIALTIES---Gallon Apples, Fruit Pulps, Tomato Pulp, Tomato Catsup, Boneless Chicken, Turkey, Duck, and Chicken Soup.

WRITE US FOR QUOTATIONS
AND FULL PARTICULARS.

ARE HANDLING CEYLON GREENS.

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MONTREAL

INDEX TO ADVERTISERS.

A		G		P	
	Page.		Page		Page.
Ainslie & Co., James.....	59	Gillard & Co., W. H.....	109	Palmerston Pork Packing Co., Limited ..	9
Alston & Co., Geo. R.....	94	Gillard & Co., Limited.....	16	Park, Blackwell Co., Limited.....	123
Alpha Chemical Co., The.....	6	Gillett, E. W.....	41	Paterson & Sons, R.....	12
American Chic Co.....	103	Glenn & Son, Samuel.....	37	Payne, J. Bruce.....	118
American Tobacco Co., Limited.....	141	Gordon, Grant & Co.....	4	Pearman, W. M. D.....	123
Auer Light Co.....	15 51	Gowans, Kent & Co.....	118	Peck, Fren & Co.....	43
B		Greig & Co., Robert.....	86, 87	Perkins, Ince & Co.....	135
Baker, Amos H.....	51	Grimble & Co., Limited.....	130	Purnell & Co.....	65
Balfour & Co.....	113	Gunn Bros. & Co., D.....	139	Q	
Barataria Canning Co.....	80	Gyde, Chas.....	43	Quance Bros.....	12
Barnard & Holland.....	11	H		R	
Batty & Co.....	120	Hamilton Cotton Co.....	40	Ram Lal's Tea.....	68
Bayle, G. A.....	87	Hamilton & Co.....	129	Ransford, R. & J.....	118
Bee Starch Co., The.....	131	Harper, James.....	80	Reid & Co., F. P.....	50
Belleville Canning Co.....	151	Hart Bros. & Lazier.....	130	Reckitt's Blue.....	149
Bickle & Greening, John W.....	40	Harvey, Chas. H.....	61	Richards & Co., A. E.....	33
Blue Ribbon Tea Co.....	43	Hislop & Hunter.....	15	Roberts Advertising Agency.....	141
Boeckh Bros. & Company.....	135	Hooper & Co., A. S.....	130	Rochester Lamp Co.....	121
Bowser & Co., S. F.....	129	Home Cake Co.....	135, 144	Rose & Laflamme.....	68, 110
Bradshaw & Co., I. D.....	37	Hudon, Hebert & Cie.....	75, 83, 124, 125	Ross Co., D. W.....	130
Bradstreet Co.....	135	Hughes & Co., J.....	51	Rowan, W. R.....	141
Brantford Packing Co.....	128	Huntley & Palmer, Limited.....	93	Rowat & Co.....	13
Brenton & Son, F. W.....	85	I		Rowntree & Co., Limited.....	50
Brighton Canning Co.....	55	Imperial Canning Co., The.....	80	Rublee Fruit Co., Limited.....	141
Briggs & Co., W. H.....	34	J		Rust, Trowbridge & Co.....	94
Brunner, Mond & Co.....	3	James & Sons, Edward.....	96	Rutherford, Marshall & Co.....	139
C		Japan Central Tea Traders' Association..	39	Ryan Co., Limited, The Wm.....	139
Canada Sugar Refining Co., Limited.....	1	Jarvis & Co., C. E.....	13, 113	S	
Canadian Packing Co., The.....	8	Johnson & Co., W. L.....	95	Salada Tea Co.....	136
Canada Preserving Co.....	110	Jonas & Co., Henri.....	104, 105	Sandbach, Parker & Co.....	95
Canadian Press Clipping Bureau.....	135	K		Seyler, Sanderson & Co.....	110, 123, 130
Carman, Jos.....	141	Keen's Mustard.....	148	Shirk & Snider.....	34
Carr & Co., Limited.....	133	Kent Canning Co.....	Inside front cover	Silver Dust Manufacturing Co.....	40
Carton, M.....	143	Kinnear & Co., Thos.....	132	Skilton, Foote & Co.....	58
Ceylon & Indian Tea Co., Limited.....	10, 91	Klotz, E. W.....	63	Smith & Co., T. H.....	49
Chase & Sanborn.....	Inside back cover	L		Smiths John E. Sons.....	123
Chaput, Fils & Cie, L.....	59, 114, 115	Lakeport Preserving Co.....	51	Snider, E. W. B.....	123
Clancy & Co., Geo. J.....	80	Lang Manufacturing Co., The.....	97	Snowdon, A. G.....	13
Clark, Wm.....	Outside back cover	Lee & Perrins.....	65	Staunton & Co., M.....	117
Clemes Bros.....	139	Loggie Co., Limited, W. S.....	139	Steele & Toms.....	141
Coleman, C. C.....	110	Lucas, Steele & Bristol.....	73, 79	Steinmiller, Jacob.....	34
Coles Manufacturing Co.....	50	Lumsden Bros.....	35	St. Charles Condensing Co.....	33
Colson & Son, C. E.....	7	Lytle & Co., T. A.....	111	St. Lawrence Sugar Refining Co., Lim ted	5
Computing Scale Co.....	95	M		St. Lawrence Starch Co., Limited.....	61
Cowan Co., Limited.....	47, 136	MacLaren & Co., A. F.....	82, 101, 116	Sydenham Glass Co.....	151
Cox G. & J.....	130	McLean, J. A.....	53	T	
Crosse & Blackwell, Limited.....	7	McLea, J. & R.....	110	Taddy & Co.....	91, 141
Crooks & Co., Robert.....	73	McLaren, W. D.....	130	Taylor Co., Limited, T. H.....	4
D		McWilliam & Everist.....	139	Tillson Co., Limited, The.....	147
Dalley Co., Limited, F. F.....	50	Magor & Co., Frank.....	133	Tippet & Co., F. H.....	13, 119
Davidson Mfg. Co., Limited, Thos.....	143	Marceau, E. D.....	66, 67	Todd & Sons, J. H.....	136
Davidson & Hay, Limited, The.....	129	Martin Bros.....	34	Todhunter, Mitchell & Co.....	136
Dawson Commission Co., Limited.....	139	Mathews Co., Limited, The Geo.....	107	Toronto Biscuit and Confectionery Co., Limited	45
Dominion Brewery Co., Limited.....	150	Mayell & Co.....	102	Toronto Salt Works.....	136
Douglas & Co., J. M.....	65	Miller & Co.....	73	Tuckett & Son Co., Limited, G. E.....	145
Douglas & Ratchit.....	121	Miller, P. R.....	34	Turner & Co., James.....	68, 89, 91, 121, 127, 141
Downey, W. P.....	4	Millar Paragon Cheese Co., T. D.....	2	U	
Drewry Edward L.....	15	Moore Co., Limited, The J. D.....	34	Upton & Co., Thos.....	116
Duncombe Bros.....	53	Monsoon Tea Co.....	102	V	
Dunn's Mustard.....	140	Montgomery & Son, Thos.....	143	Verret, Stewart & Co.....	11
Dwight & Co., John.....	9	Morse Bros.....	122	W	
E		Morse Pumpkin Flour Mills.....	34	Walker & Son, Hugh.....	45, 135
Eby, Blain Co., Limited.....	145	Mott & Co., John.....	130	Warren Bros. & Co.....	139
Eckardt & Co., H. P.....	76, 77	N		Watson, Foster Co., Limited, The.....	120
Edwardsburg Starch Co., Limited.....	135	Neilson, Wm.....	12	Weeton Manufacturing Co., The G.....	81
Empire Tobacco Co., Limited.....	135	Nelson & Sons, Ltd., H. A.....	102	Wenger & Bros., N.....	34
Epps & Co., James.....	130	Neville, M.....	49	Wethey, J. H.....	85
Escoff & Co., T. B.....	136	Nicholson, E.....	141	White & Co.....	130
Eureka Vinegar Works.....	51	Nicholson & Brock.....	151	Williams Bros. & Charbonneau.....	33
Eureka Refrigerator Co.....	150	Nixey, W. G.....	99	Wilson & Son, C.....	47
Ewing & Sons, S. H.....	5	O		Wilson, Lytle, Badgerow Co., Limited.....	49
Express Roller Mills, The.....	8	Oakey & Sons, Limited, John.....	151	Wilson, Jas.....	53
F		Oakville Basket Co.....	9	Windsor Salt Co., Limited.....	14
Farmer's Co-operative Packing Co., Ltd.....	92	Ogilvie Milling Co.....	128	Winn & Holland.....	3
		O'Kell & Morris.....	139	Wood & Sons, M.....	40
		Ontario Grape Growing and Wine Mfg. Co., Limited.....	61	Woods & Co., Walter.....	37, 136
		Oxol Fluid Beef Co.....	127	Y	
		Ozo Co., Limited, The.....	85	Young & Smylie.....	150



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VOL. X

MONTREAL AND TORONTO, FEBRUARY, 1906

No. 2.

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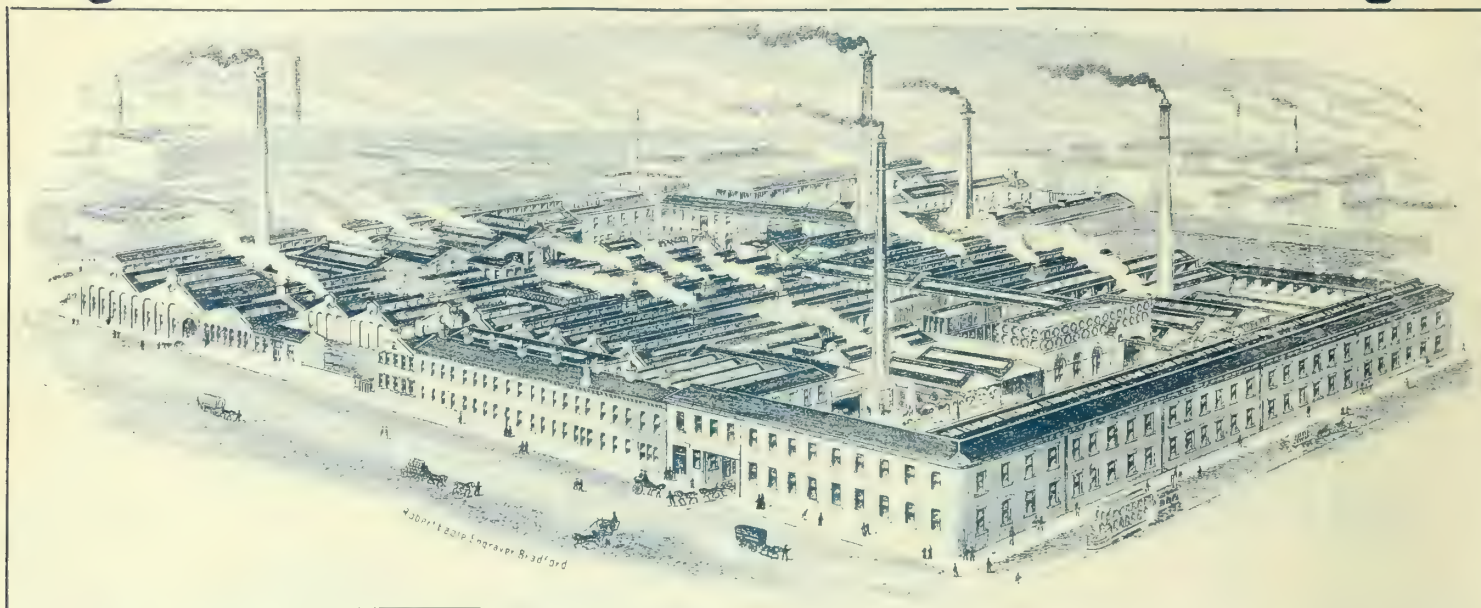
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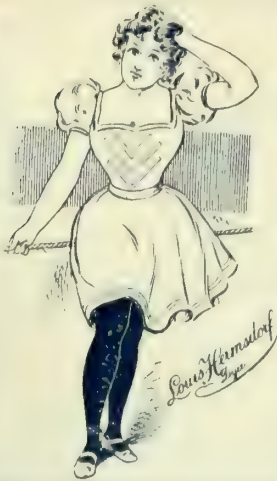
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THE BEST RAINPROOF CLOTH FOR RAIN COATS.



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It is not that the goods on your shelves have depreciated in real worth so far as material is concerned. The fabric is as good to-day as when first from the factory. But you have struck the wrong color and all the bargain prices you like to tack on will not sell it. An article that cannot be worn with taste is dear to a shopper at any price.

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All the new methods and appliances find their first practical development here. We ever keep abreast of the times—rather, we aim to keep in advance.

Dyeing, cleaning and curling of feathers and plumes has careful attention here. We hardly know when we have disappointed a customer with this particular work—it is all so well done.

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Serges
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W.R.
Brock
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THE CANADIAN DRY GOODS REVIEW.

VOL. X.

MONTREAL AND TORONTO, FEBRUARY, 1900.

No. 2.

PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT SYSTEM ETC. OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

BY CHAS. F. COOK, NEW YORK.

1. Hiding the Goods.

A great many sales are lost and a great deal of dead stock is carried by stores which are in the habit of having places behind or under the counters in which to place goods. These goods are probably never overhauled, except at stock taking times, and these drawers and hiding places are an excellent catch-basin for all sorts of goods, which are usually called "stickers," and which ought to be out on the counters where they can be pushed more than ordinarily.

Do not have any places in your store where goods can be stuck away out of sight. If you have plenty of room, it is better to have all the goods above the counters, on the shelving. Have no shelves below, so that there will be no opportunity to put things away out of sight. A great many stores, however, cannot do this, as they are crowded for room, and it is, therefore, necessary that a part of the goods should be kept below the counter board.

If this is necessary, see that every piece of goods not in easy access is looked over and examined and brought out to the light at least once a week. If the goods are kept out where they can be seen all the time, they are very much more apt to sell than if hidden away. The salesmen are usually very careless about goods which are not easy to reach, and they very seldom take the pains to look into any of these old drawers, or under the shelves to find the goods to sell.

If customers come in and call for some particular thing which they know to be in such-and-such a place, they usually go and get it, but if it is in some place where there is any doubt about finding it, they either say they haven't got it, or they don't take the pains to look for it where they should, and try to substitute something else, which possibly the customer does not want.

If you have goods that cannot be carried on the shelves, arrange bins on the counter, or on a centre-table in the middle of the aisle, and place them there in full view of the customers. Do not let anything be hidden from sight.

2. Display all Lines.

Window dressing is a subject which should be given just as careful attention as any other branch of the dry goods business. It is the best advertising medium that a dry goods merchant can have, providing that his store is so situated that numbers of

people pass by every day. This is usually the case with dry goods stores, as they generally occupy business houses on the main thoroughfares of the town.

The dry goods stores now-a-days usually carry quite a number of different lines of goods, and each year seems to tend more and more towards a consolidation of numerous stocks under one head.

If the dry goods store has a large number of windows and is situated on a corner, or some place where it has all the advantages for displaying a number of kinds of goods at the same time, it is much better for the store than where there are only a few windows.

Some stores make a mistake in not giving many of their stocks a just representation in the show windows. This is possibly on account of the limited space which they have, but I think it would be well to give each stock its turn. It will be of just as much advantage to the house in general to occasionally have an underwear window, and again a corset window, and again a hosiery window, as it would be for the house to keep dress goods in the window all the time. Dress goods may be the principal stock, and may have a larger share of the window displays than any other stock; still, it will be to the advantage of the individual stocks to give them each a fair show, one after the other, and, at the same time, this will not be a disadvantage to the house or a disadvantage to the dress goods.

Just as nice looking and attractive windows can be made out of small articles, or out of any stock in a dry goods house, as can be made out of dress goods, and, in many cases, the small articles will have the greatest trade-drawing power, because the price on the goods will be smaller in figures, and, consequently, look cheaper in many cases than dress goods prices, which are sometimes quite large. I, therefore, think it is well for a house to allow each stock to be represented in turn, giving no one unfair preference over the other.

3. Clearing Old Stock.

One of the greatest sources of loss for a dry goods store can suffer from is the accumulation of old stock which through age has become unsaleable, or at least has lost a portion of its value. There are some goods, of course, which are staple almost all the year around and will be staple next season as much as they

PROGRESSIVE STOREKEEPING—Continued.

are now, but the majority of goods will lose something of their value by being here next year, and even the most staple goods lose something from age—if not one way, then in some other.

New goods generally command a better price and are certainly easier to sell than goods which have been in stock for any length of time. Would it not be well to mark your stock in some way, so you would know just when it was received and be sure that your clearance sales would enable you to get rid of the old goods first? This could be easily done by placing some kind of a secret figure or letter upon each bolt or piece of goods as it is received. Say, for instance, goods received in January, 1900, might be marked "A," and February, 1900, "B," and so on each month until the entire alphabet is exhausted. Certainly, long before the last letters in the alphabet are reached every piece of goods in the house ought to have turned itself into money.

It is well, if possible, never to allow a piece of goods to remain in the house through two inventories. If the goods are purchased in 1900 and you take an inventory in July and find them in the house, be sure you make a price on them, or use such extraordinary efforts as will sell them out before the next inventory comes. This rule of keeping goods as short a time as possible will work to your advantage greatly in keeping your stock clean.

One inventory ought to be enough for any kind of goods, particularly of goods which are apt to depreciate in value on account of change in style or change of seasons.

A store that watches these points carefully can very often avoid serious losses. Mark your goods so that you may know when they came in; that will help to prevent them from staying too long. As soon as you find that they are getting old, it is time to run them off at some price.

4. Know the Goods.

Know your goods. As far as possible, you should be thoroughly acquainted with the wear and durability of the goods you handle; if you are not, test them yourself. The only practical test is by using them. If there are any goods about which you have doubts, try them yourself. See how they wear. Also make inquiries of customers who have purchased them.

Find out all you can about the goods you are selling so that you may know how to recommend them to others or how to get rid of them in case they are not giving satisfaction.

5. Regulating Samples.

Many merchants find it profitable to display light goods by sample instead of in the piece. Where this can be handled well it saves a great deal of soiled light goods. Be sure that your samples are large enough to give an exact idea of how the goods look and do not let the customer think that you are simply showing the sample in order to get rid of showing the piece. After the customer has approximately decided upon certain goods in the samples, then use the piece goods to clinch the sale. Never let the customer suppose that you are simply trying to sell by sample in order to avoid showing the goods themselves. They will very often imagine that the goods are not equal to the sample or that there is some reason for keeping the goods in the background.

6. Treating Clerks Well.

Be kind to your employees. Kindness wins on every occasion. It is only natural that any clerk will be more likely to take pride in his work and use every effort to please his employer when he finds that he appreciates his services and is considerate of his interests.

7. Lavish Displays.

Display as many goods as possible. The more goods you display the more you will sell. Not only make your display on the counter, but overhead, on the shelving in some proper way, either directly on the shelving or on suspended rods. The more attractive you make your displays, the more you will interest people to buy your goods. Always keep your displays in good trim. See that they are dusted many times a day; and any goods which are taken down to be sold have their places taken by new goods.

Put plenty of price tickets upon your displays, so that persons passing along the aisle can readily see what the goods are sold for. A display of goods itself without price may be good on some occasions when you are simply decorating the store, but the price on the goods generally clinches the argument in its favor.

8. Leave Rivals Alone.

Do not run down competitors. They may deserve it ever so much, but you will find it to your advantage to say as little as possible about your competitor.

People usually misjudge what you say about them. They will either think you are running them down because you are jealous of their business, because they are getting the best of you and that you are afraid to say anything good about them for fear they will get some of your trade.

9. The Value Of Behaviour.

Be sociable in your store. Be very respectful to everybody, rich and poor alike. As far as possible take an interest in those who are buying. If at any time you become acquainted with them, show yourself eager and anxious at all times to be of service to your customers. Let them feel that your store is the accommodating store, the home store, where everything is made as pleasant as possible for buyers.

10. Don't Mark Goods.

In marking your goods, mark them on tickets and not on the goods themselves. It is very difficult to mark the goods themselves so that the price can be easily erased without hurting the goods.

Purchasers do not usually care for the price to remain on their goods after they have paid for them. Besides, you may wish to change or reduce the price yourself and this still further defaces the goods if it is marked on them.

Use tickets which can be unfastened without hurting the goods. Tickets which are gummed and stuck on to the goods are not desirable. They do not hold any better than pin tickets, and usually, when torn off, leave a portion clinging to the goods, which does not either look well or make the goods any more attractive to the customer.

WRAPPING PAPER HIGHER IN PRICE.

An advance is announced in the price of wrapping paper of Canadian manufacture. The new prices, which went into effect on January 11, are as follows:

No. 2. rag and "cleaver" brown—Carlots, \$2.10 per 100 lb.; ton lots and less than carlots, \$2.25; less than ton lots, \$2.40.

No. 1 brown—Carlots, \$2.50 per 100 lb.; ton lots and less than carlots, \$2.75; less than ton lots, \$3.

"Half Moon," "Bogus" or No. 2 manila—Carlots, \$3; ton lots and less than carlots, \$3.25; less than ton lots, \$3.50.

No. 1 standard manila—Carlots, \$3.50; ton lots and less than carlots, \$3.75; less than ton lots, \$4.

Fibre paper—Carlots, \$3.75; ton lots and less than carlots, \$4; less than ton lots, \$4.25.

Bag manila—Carlots, \$3.75.

Hosiery manila—Carlots, \$5.50.

One of the many advantages to be gained by buying from Brophy, Cains & Co., Montreal, is, that with them you will find the best of everything.

While it is a fact that they are rightly called "The High-Class Dry Goods House of Canada," it is also well to know that a

strong feature in each of their departments is carrying complete ranges of all lines handled. Ask for Flannelettes—they show you from the cheapest to the best Canadian goods made, followed by the latest styles and most desirable lines of English and foreign manufacture brought into Canada. This assurance also applies to their stock of Grey Cottons, White Cottons, Prints, Linings, etc., etc.

The trade generally admit, that for beauty, fashion and actual value this house is unsurpassed in Dress Goods, Silks, Satins, Costume Cloths and Robes, a satisfactory point to the retailer is the certainty of a handsome percentage of profit.

Possibly the largest orders ever placed by many of our retail dry goods houses for white goods were booked by Brophy, Cains & Co. in the month of January. Special mention of these goods was made in the Spring Number of "The Dry Goods Review."

January has been their "Banner Month" for NEW ACCOUNTS, many of them being our largest retail houses, who previously had the impression that by direct importation only could they get the goods required.

To keep in touch with the times we live in you should visit Montreal at least once a year. Throw the responsibility of your business upon your staff for a week—they will appreciate it and do their level best for you—and visit Brophy, Cains & Co., in their warehouse, 23 St. Helen Street, Montreal, in the month of February, when their stock is complete in all departments.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

HERE is a little story with a big moral for advertisers: Two peddlers met in a country village. One had a heavy pack strapped across his shoulders, the other a small satchel. The one with the pack took off his cap, mopped his brow, and said to the other:

"Why do you come so far into the country with such a small satchel? See me! I bring everything! How do you make anything with such a little package, tell me?"

"Easy enough," said the other, carelessly. "You sell people what they need, while I make them need what I sell."

This is the age of specialization, as well as the age of combinations. In writing advertisements about goods, it is always well to write about one particular thing or line of goods at a time. Of course, in a large advertisement several different kinds of goods can be written up. But these several lines ought to be each treated separately.

* * *

The right way and the wrong way of advertising is exemplified in these two advertisements (Arnold, Constable & Co. and Best & Co.), which I clipped from a recent issue of The New York Herald. They illustrate the point brought out in the conversation between the two peddlers:

Best & Co.

Little Feet That "Toe-In"

This awkward habit can be completely cured by wearing our "Toe-In" Shoes. No discomfort - not unsightly - look like any other shoe.

Prices, \$2.00 to \$3.50,
according to size.

Also shoes to prevent or cure "Bow-legs," "Flat-foot" and to strengthen Weak Ankles.

Cost but a trifle more than ordinary shoes.

So superior is our assortment of styles and sizes - so certain are we that we can always fit the foot and suit the customer, that we encourage people to make our Shoe Department a test for all the store.

If you have never enjoyed the advantages of clothing children here, suppose you begin with Shoes.

60-62 West 23rd St.

Arnold Constable & Co.

Ladies' Furnishings. Shirt Waists.

SPRING - 1900.

Chambray, Dimity and
Linen Waists

Fancy Trimmed White
Lawn Waists.

French Flannel Waists

Paris Lingerie.

Silk Petticoats.

Dressing Sacques.

Corsets.

Broadway & 19th St.

for children—in fact, everything for children—but nothing but shoes is mentioned in this advertisement, and rightly so. Their announcement stands in the same relation to Arnold, Constable & Co.'s advertisement, that a well-aimed rifle ball does to a carelessly discharged charge of buckshot. The Arnold-Constable advertisement aimed at half a dozen wants of women, and probably hit nothing, because not enough was said about anything in particular. Every mother who has a "toe-in" child (and most mothers have them), and who reads this advertisement, will look up Best & Co. when the little one needs its next pair of shoes. On the way to the shoe department she will see many other articles for children's wear. Probably she will buy some of them also. And last, but not least, the house has secured another, and probably a steady, customer. If Best & Co. merely advertised that they were dealers in everything for children, not one-half the effect would have been obtained.

When you advertise, emphasize one thing at a time. If you have occasion to push more than one line at a time, divide the advertisement up into sections; one section to one line of goods, and so on.

This is important.

* * *

The full benefit of advertising is often lost by careless display of the goods advertised. I remember one instance of this. A firm advertised some crepes for evening wear. The advertisement was very temptingly worded, and I dropped into the store to see the result. One piece of the crepe, a very dainty silvery blue, was thrown over the counter alongside another piece of a rich cream shade. So far all right, for the artistic effect was correct. But, alas! close to these two pieces was a piece of brilliant red crepe, beautiful in itself but quite destructive of the excellent artistic effect produced by the other pieces. Women, of course, are more artistic than men, and notice such things when the average man would not. But, as women are the chief spenders of money in the stores, it will always pay a merchant to look after even such apparently small things as the proper matching of colors in a store display of advertised goods. The firm I refer to was losing money through the carelessness of its dress goods chief, and I wager money that they blamed the advertisement for not selling more of the crepes.

* * *

The little incident just referred to reminds me that in most stores that advertise great carelessness prevails in respect to cooperation between the advertisements and the salespeople. The bigger the store the more likely this carelessness is to exist. It certainly is very annoying to walk into a store in

The Best announcement is a shoe advertisement, and shoes for children that toe in, at that. Best & Co. sell lots of things

response to an advertisement and be told that no such goods are in stock or that the price is much higher than the advertisement said it was. By dint of persistent inquiry you find out at last the intelligent salesperson did not know anything about what was in the advertisement, and, finally, after interviewing two or three people you get the kink straightened out. Every salesperson in every store ought to know almost exactly what is advertised in his or her department; but how many really do know? Not half of them. The other half give the advertising a "black eye" and help in turning the hair of the advertising man grey before its time. If your store is a small one, see that every person connected with your establishment reads every advertisement you put out, and change the copy every issue of the paper. If the store is a large one, insist that each person in the several departments shall familiarize himself or herself with the advertisements relating to that department. See also that the floorwalkers, the elevator man, the cashiers, and even deliverymen read every advertisement put out by the firm. You will find that it will pay to go to a great deal of trouble over this point.

* * *

Be in earnest about your advertising; be in earnest about everything you do. There are some advertisers who seem to look upon their advertisements as a joke, as something to be played with, as a toy. They are quite in earnest about the other features of their business, but when it comes to getting out their advertising announcements they seem to think that "any old thing" will do. This deplorable state of affairs no doubt arises from the fact that such people really don't believe in advertising; if they did believe in it they would be as earnest as they know how to be. A merchant who contracts for a certain space in a newspaper and runs the same advertisement in it issue after issue, is not in earnest. Not so long

ago a Canadian weekly paper contained an advertisement of Christmas goods in June. This advertisement had been running since the preceding December. If the man who paid for this advertising (?) had had the slightest faith in advertising he would not have permitted this sort of thing. The fact was apparent that he was not in earnest, and so he threw away most of what the advertising cost him. Advertising is to-day the great motive-power of business. It is like the steam that propels the engine. It is like the blood that circulates through one's veins, giving life and vitality to all parts of the body. It is publicity. It is the bridge by which a merchant's customers get to his store. It is the prop by which many a tottering commercial edifice has been saved from destruction.

* * *

Why has Toronto grown so fast, and some country towns gone the other way? Why have Toronto's big stores grown so big, while some country stores, which used to flourish, now flourish no more? It is the big Toronto newspapers that are responsible. These newspapers advertised Toronto and Toronto advertisers. The "big store" of the present day is a creation of the big newspaper. Doubtless, the proprietors of some of them think that they created these big stores themselves. But the fact remains, that, without the daily newspaper, that is to say, without advertising, the great commercial emporium of the present day would almost be an impossibility. Yet there are good business men, otherwise levelheaded, who pooh-pooh advertising and say that it doesn't pay, that the game isn't worth the candle, and so on. Such men don't believe in advertising, because they don't understand it. The way of the nonadvertiser is hard these days, if he is a business man. It will be getting harder all the time.

DRESS GOODS

Special attention is called to our splendid display
of Dress Fabrics for coming season.

Stock Complete

Inspection invited this month. All Departments fully-
stocked to meet wants of early buyers.

Knox, Morgan & Co.

Wholesale Dry Goods.

—HAMILTON.

WINDOW AND STORE DECORATING.

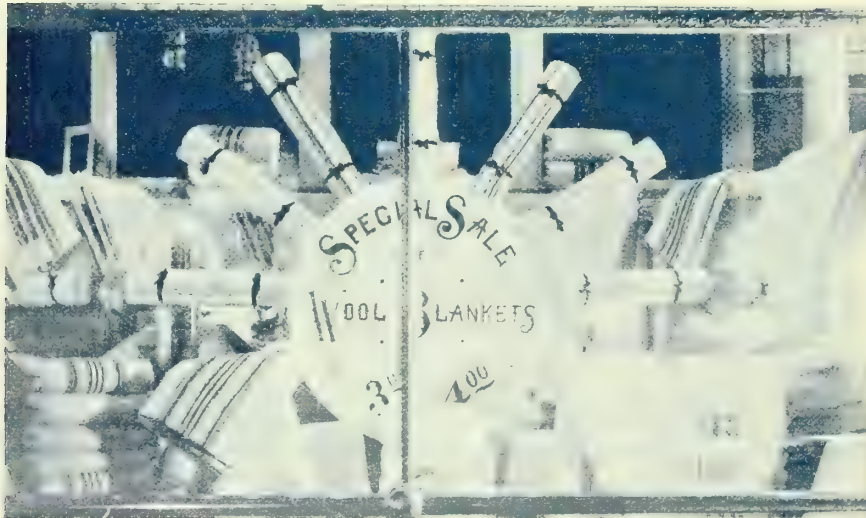
Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed "Window Dressing Department."

PROPER TRIMS FOR FEBRUARY.

AS January and February are pretty much clearing-up months, the windows should be used as the chief factor in special sales. Everything should be well ticketed. A good idea in displays of special sales is to have the former price (in black) on every ticket, and a red line drawn through it and the sale price printed underneath it in red. The customer can then see just what a bargain he or she can secure. The heavy goods should be well pushed, such as woollen underwear, blankets, comforters, etc.

The illustration herewith shows an elegant sales window of blankets, and the idea is very easily carried out. This idea could also be used in a display of white counterpanes, rugs, etc. The main feature of this window is the ticket in the centre. It cannot fail to impress the onlooker with the idea that there is a special sale of these goods on, and there



A DISPLAY OF BLANKETS.

is nothing to confuse the eye as regards the prices, because of there being just two prices, viz, \$3.00 and \$4.00.

The other illustration on page 20 is one of my Christmas windows. The background was covered in cerise colored material, the top, behind the lattice effect, being covered in with pale blue. When the numerous lights were turned on the effect was very pretty. The doll in the centre was mechanical. She danced a very modest skirt dance all day long. The mechanism was underneath and was operated by means of an electric fan motor. It proved an excellent attraction. This idea of a background is very simple and effective and can be carried out on a smaller scale. It may also prove an idea to some of our readers for a background for a boot and shoe display, or for one of clothing or dress goods, etc.

EARLY DISPLAYS OF WHITEWEAR.

During February and March the sales of whitewear should be pushed by the window-trimmer. Ladies commence about this time to look around for pretty cambric wear. The new goods are all coming in, and before they receive handling, and while they are crisp and new, they should be nicely shown (well ticketed) in the windows.

A few years ago this class of goods was not thought of until the warm weather had set in, but, now-a-days, immediately after the Christmas holidays, the whitewear department predominates. In all the larger cities in the United States and Canada there is, during these months, keen competition among the merchants in the whitewear goods. A good idea is to take all the windows of the store and turn them into whitewear displays. Say, one window of embroideries, another of white shirts, another of cambrics and cottons, sheetings, linens, ladies' and children's nightwear, underwear, etc. You impress on the people that they have whitewear to buy and that you have it to sell. Boom it in the newspapers, using lots of cuts, descriptions and prices. Have large tickets printed and hung in conspicuous places throughout the store and in the windows, reminding the people that there is a whitewear sale on now.

THE NUMBER OF WINDOWS.

If you have only two or three windows it is not policy to crowd everything in the whitewear line into them. Make each line exclusive.

Where there is only one window it is far better to trim it first with, say, embroideries, which are generally in natty wrappers, which make a pretty and catching display when nicely arranged. After this window has been in a few days change the display into one of ladies' wear. Then, after this has had sufficient showing, change it to children's wear; then, to cottons, sheetings and pillow casing, and so on.

The results from exclusive displays are far ahead of those from a conglomeration of everything crammed into one display.

For backgrounds for these displays light shades are pretty, viz, pink, pale blue, or Nile green. Black shows up nicely and makes the white garments appear crisp and clean. Mirrors, set at angles, make the display appear larger. The paper stands, described in a former number of THE DRY GOODS REVIEW, come in nicely in whitewear displays. They are just the height of a skirt and show it off to advantage.

PRACTICAL HINTS.

Designs with arches can be covered over with chemises, nightgowns, etc., and on these show up well.

A large card in the centre, appropriately worded, will help the display considerably.

In the centre of the display the prettiest goods should be shown.

PERFECTION of MATERIAL and WORKMANSHIP

Long Wear, Most Elegant Finish

describe correctly the

S·H· & M· SKIRT BINDINGS

How much easier and more profitable to handle Bias Velveteen Bindings made from materials woven expressly for the purpose, **evenly cut** and **smoothly joined**, than to bother with cutting off pieces for Bindings from Velveteen made for millinery or trimming purposes.

We carry the following lines in stock at our Toronto warehouse:



S.H. & M. REDFERN Bias Corded
Velvet, 1 $\frac{3}{4}$ -in. wide.



S.H. & M. BELLE Plain Velveteen
1 $\frac{3}{4}$ -in. wide.



S.H. & M. PRIDE Plain Velveteen
1 $\frac{1}{4}$ -in. wide.



S.H. & M. WATERPROOF
CORD EDGE.

The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H. & M. Skirt Bindings

Manchester, Eng.

24 FRONT ST. WEST, *Toronto, Ont.*



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL

~~~~~

Our travellers are now out with Spring Samples. Make  
a point of seeing them.

## **DEPARTMENTS:**

Dress Goods.

Silks and Velvets.

White Goods, Linings and Muslins.

Linens.

Smallwares.

Kid Gloves.

~~~~~

Careful attention given to Letter Orders.

~~~~~

TORONTO :  
25 Colborne St.

ST. JOHN, N.B. :  
Church Street.

OTTAWA :  
Carleton Chambers.

WINNIPEG :  
McIntyre Block.



**WINDOW DECORATING—Continued.**

Make the centre-piece the prettiest garment in stock.

Forms used in mantle displays can be utilized for showing corset covers and chemises on. Put a neat price ticket on every garment.

One thing to be watched in a display of white goods is the window-pane. Have it thoroughly cleaned, as a dirty glass will make the goods appear soiled.

**BUSINESS WINDOW TRIMS.**

Many merchants have the notion that mechanical ideas in window trims should be discouraged, as well as "picture" windows and elaborate trims of all sorts, under the plea that they are not "business windows." "Give me a plain, business window," says the merchant, and the trimmer does not argue the question very fiercely for it saves him a lot of thought and a lot of hard work.

the business window. To make an attractive window requires all the brain power, and craft, and taste, and handiwork of the expert trimmer. The inexpert trimmer is the man who decorated that window which is not attractive and which the passing throng do not see at all.

In order to make a window stand out from its fellows, something more than a plain arrangement of goods is needed. It must be unusual and distinctive to the extent of arresting the attention of busy people as they hurry along the busy street.

Shrewd and observant trimmers have found that the secret of successful windows is to have a background of mechanical device, or elaborate trim, that will command attention, and then to place the goods in such an ingenious manner that in looking at the display people note the excellence of the goods, and the desire is generally to purchase them. You must have an attraction that induces the pedestrian to stop and inspect, otherwise the window will be a flat failure. This is why



A WINDOW OF PRESENTS AND FANCY GOODS.  
Containing Ideas in Decoration.

What is a "business" window? What is usually meant by the term is a window that will sell goods—the final aim of all window trimming. How can a window sell goods? By placing them before the public in such a manner that the observer has a desire for them, and enters the store to make the purchase. Once in, the customer may see other things she wants, and no matter how much she purchases under these conditions the credit of the sale belongs to the window.

Now, mark one point in this statement. I said "observer." All goods placed in a show window are not observed. Since the street is lined with windows, all filled with merchandise, few people stop to notice them unless there is something in the window that especially catches the eye. A "business window" that has no attractive quality is not really a business window. The attractive window is

beautiful, artistic, mechanical displays are to be encouraged, as they are the real "business windows."

**EVERY TRIMMER HIS OWN CARD WRITER.**

Almost every merchant requires his window-trimmer to write his own cards. The exceptions are the largest departmental stores where a card writer is kept busy from morning until night, and even in these cases the trimmer can with advantage make his own window tickets, and so get what he needs and when he needs it. The plain, neat, simple lettering demanded for mercantile purposes, is easily learned by any man handy enough to be a window-trimmer. Most trimmers know that one of the first questions asked by the employer (when a trimmer applies for a position) is: "Can you write show cards?" If you can, he will proceed to talk business

# BE SURE YOU HAVE THE BEST.

## **KNOX'S LINEN THREADS**

have been in use for over 100 years by all the Best Tailors in the World. Quality has been always right.

## **DEWHURST'S COTTON THREADS**

All Cords and Finishes.

Guaranteed Full Length.

## **MILLWARD'S SEWING NEEDLES**

are the best known for quality.

## **Paton's Scotch Boot and Shoe Laces**

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

## **GEO. D. ROSS & CO.**

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.



No. 412, Fleur de Lys.

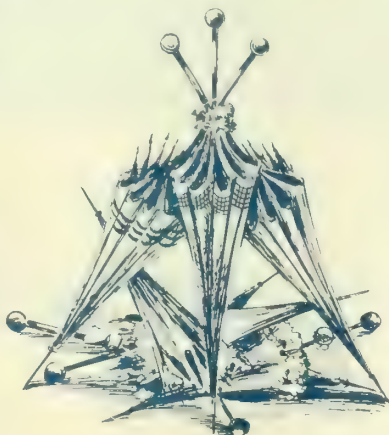
"The latest" Novelties in Fancy Parasols can be seen in our showroom.

Fancy Parasol  
Sunshade  
and  
Umbrella  
Manufacturers.



THE....  
**Irving  
Umbrella  
Company**  
Limited

20 Front Street West,  
TORONTO.



## **BATTING...**

Guaranteed free of Threads and other weak and lifeless stock.

*NORTH STAR,  
CRESCENT  
AND PEARL*

## **..COTTON BATTING..**

Quality for this season still better than ever.  
The best at the price. Made of good pure  
Cotton—not of shoddy. Ask for. ....

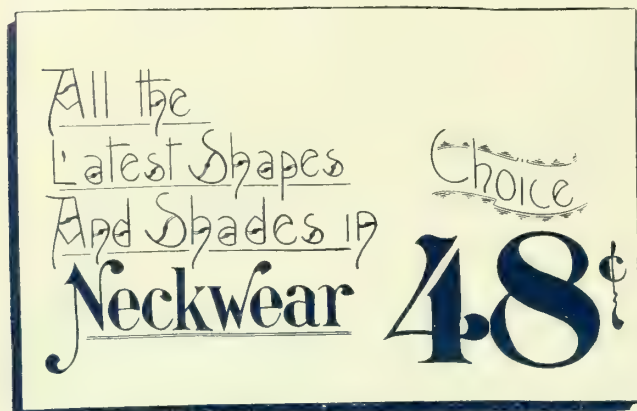
**North Star, Crescent  
and Pearl Batting.**



**WINDOW DECORATING—Continued.**

with you, but if you say you can't, it requires a remarkably good record as a window-trimmer to overcome the disadvantage of not being able to make a show card.

Therefore, if you can't letter, commence and learn how. It just requires patience and perseverance, and when these are exercised failure is unknown. To begin with, purchase about a dozen sheets of white cardboard, which will not cost



more than 4c. or 5c. a sheet; also two or three small camel's hair brushes. Then get two packages of Diamond dyes, say, one of scarlet and another of blue. Any color you may desire can be had in Diamond dyes. By taking about a quarter of the package of the dye, putting it in a cup, adding enough mucilage to make a thick paste, and then, after mixing it thoroughly, filling the cup about half full of water, a splendid lettering composition can be made. You can get from a very pale pink to a deep red by adding more water for the pale shades and more dye for the darker shades.

I find this formula a splendid one and use all shades—purple, green, yellow and all the bright, attractive colors. By keeping the brushes in water they will remain nice and soft. I generally find the one brush sufficient. I keep a cup or tumbler filled with water by me, and when I desire a different color I just dip the brush three or four times in the water and it is then ready for another color. A package of Diamond dyes will last me a year. When the color dries up in the cups I just add a little warm water, stir it up, and it is as good as ever again.

In doing the lettering, the best way is to draft the letters out in pencil and then fill in with the brush. By constant practice a fellow will soon be surprised how easily it is to make a nice ticket. It is very discouraging, sometimes, to the beginner, but by taking time and keeping things neat and clean as you go along, it will soon prove interesting, and in a short time it will prove an easy matter to make a neat business-bringing card with rapidity and ease.

The main thing in the lettering is "not to crowd." Give every letter lots of space. Say as little as possible, but to the point. Most ticket writers have a tendency to say too much on a card. This is a big mistake. A card is useless unless it can be read at a glance.

The illustration will give you a good idea of what a neat business-window ticket should be like. Try it. H. H.

**MUSLIN UNDERWEAR WINDOW.**

Start by constructing a large hoop or circle. Arrange this in the centre of the window about a foot from the background. Cover this circle like a drum-head, with deep pink (or any color you desire) tissue paper. Then, with white tissue paper, make one sheet large enough to cover the circle. Cut out fancy figures or the words "Muslin Underwear Sale" and put it on the circle over the pink paper. Puff that part of the background which shows with bunting of the same color as the tinted tissue paper. Then arrange muslin garments on the outer edge of the circle, also on the background.

Then construct an arch a little wider than the circle and as high as the background. Arrange this in the centre of the window about eighteen inches from the glass. Cover this arch with puffed bunting and puff the base with bunting.

Then, on the side arms, on the arch, on display stands, arranged on the base, and on the base, display muslin garments. Each garment should have a descriptive or price card on it. One or two electric lights behind the circle will give a pretty effect. —St. Louis Drygoodsman.

**A DRESS GOODS DISPLAY.**

Cover the background of the window with draped dress goods. If the main color of the goods you have selected to display is dark, use light bright plaids for the background. Then, about every two feet, along the top of the background, fasten six-inch pieces of curtain poles so they will stick straight out, or you might use iron brackets as they are easier to



A PRETTY INTERIOR—THE STORE OF T. S. FORD & CO., MITCHELL, ONT.  
Trimmed by Geo. F. Prenter.

fasten. On these, arrange a piece of bright red dress goods, gathering it at each bracket so that it will hang in folds.

Arrange the base into a series of steps, three or more, according as the depth of the window will permit. On these steps arrange forms and drape dress patterns on the forms. With each pattern next to the glass display the linings, that is, waist and skirt lining, binding, stays, etc. Then, on each pattern, put a descriptive price card reading, "Regular price 75c. a yard. Price now, for the pattern of 8 yards, only \$4.98,

# GEISHA

# WAISTS



Perfect fitting.

Superior workmanship.

Variety of newest materials.

\$4.75 to \$174.00 per dozen.

Over 800 styles to choose from.

Duplicate orders received from the best retail judges have now established our styles for 1900 beyond a doubt. . . . .

## Frankenthal Bros.

77, 79 and 81

Wooster Street,

NEW YORK.



**WINDOW DRESSING—Continued.**

with linings included." The yard price should be lettered in black and the pattern price in red. In the centre of the window, near the glass, arrange one large show card reading, "To reduce stock, special January offerings in dress patterns."

The displaying of dark goods, especially black, is a problem which puzzles the head of the man who wants to show some of the new and particularly handsome patterns that come into the stock.

The building of a black background is out of the question and the monotony of unrelieved light grounds make them very unsatisfactory. The breaking of such monotony and at the same time not detracting attention from the prime object of the work is difficult.—Chicago Dry Goods Reporter.

**A DISPLAY OF EMBROIDERY.**

The idea of an embroidery window must convey the impression of bargains out of the ordinary. Ladies are liberal buyers of these goods at this season if they are impressed with the showing and the saving in the special prices.

With the window all cleared and cleaned, start by arranging an upright about the size of stove pipe, and height of the background, in the centre of the window. From about two or two and a half feet either side of the centre of the top of background arrange sticks or rods, bringing them to a point at the top of pillar. Then arrange sticks or rods across both back corners of the window at the top of the background, either by fastening them to the background and sides or by suspending them on strong black threads fastened to the ceiling. Then suspend on strong black threads or fine wire attached to the ceiling, on either side of the centre pillar, hoops about two feet in diameter. Cover all this work and the background with yellow bunting. Now select a nice pattern from each of the special-priced lots. Display one piece on each of these sticks and hoops, arranged in a series of back and forth loops, to show up the pattern nicely. Entwine one nice, wide piece around the pillar. On each of these pieces arrange a generous show card (about 11x14) reading, "This handsome pattern or choice of 24 others at only 5c. a yard," or, "This pattern and 18 other pretty patterns only 10c. a yard." These cards should be lettered in glossy black and red. With this overhead work arranged, cover the base with yellow bunting, puffing it loosely. Then arrange a few T display stands on the base, displaying embroidery arranged in series of back and forth loops. Fill in the base with embroideries left in their original papers and arranged on easels. In the centre of the window, near the glass, place a large show card reading, "Sample embroidery specials from the white goods sale."

Make showing inside to harmonize with the window display, and have all embroideries out where they will do their own talking and interest customers.—Chicago Dry Goods Reporter.

**EMBROIDERY WINDOW.**

An attractive embroidery display can be arranged by first covering the background with pink bunting, puffing or pleating it. In the centre and top of the background fasten a piece of curtain pole or an arm bracket. At either side, about 18 inches from the outer edge of the background, arrange similar pieces of curtain pole or arm brackets.

Then take a piece of wide embroidery and drape it in a series of back and forth loops, starting at either outside bracket and going to the opposite, over the centre one.

In the centre of the window arrange an arch proportionate to the width of the window and about six inches lower than

the background. The material used in this arch should be about 12 inches wide. Then arrange pegs in the window side, one at the top in the centre of the arch, one at either side about where it bends, the others at proportionate distances down the sides; cover the arch with puffed pink bunting.

Arrange embroidery on these pegs, starting at the lower peg, either side looping to the next until the lower peg on the opposite side is reached, then back and forth, shortening the loops each time. Then arrange full pieces of embroidery on the outer edge of the arch, slanting them upward.

Cover the base of the window with pink bunting, puffing it loosely. Arrange a pedestal in the centre of the arch, and place a large dressed doll on it. Fasten a series of narrow embroideries to the window frame at either side of the glass, and bring them to the centre in the doll's hands.

Fill in the base of the window by arranging embroideries in the piece on easels, or dropping them on "T" stands.

Presuming that you are showing only your finer patterns, in which case you rely more on the exquisiteness of the designs than on price to create desire, letter one neat show card reading, "Exquisiteness such as only little Switzerland can produce, at such little prices that you will wonder how we can do it." Place this card in the centre near front of the window.

**A CANADIAN PATRIOTIC WINDOW.**

Wims & Co., Campbellford, Ont., recently had a window, the designer of which was evidently a clever decorator with a head for business. The window had in the centre a young Canadian boy playing on a flute and upon a card at his feet were the words, "We'll hang Paul Kruger on a Sour Apple Tree." To the right, were a number of rifles with fixed bayonets and nearby hung a card with the words, "England expects every man to do his duty." Mr. Wims is to be congratulated on his window. This country feels deeply over the war, and the bravery of our troops under difficult circumstances makes every true Britisher resolve to stand by the Empire. A display reflecting this feeling is good business.

**BEDSPREAD WINDOW.**

This is a line that in most stores must be kept in papers or tight drawers, so that they won't become soiled and unsalable. The result is that the line is neglected to the extent of being seldom shown unless asked for by customers. With muslins and linens bidding for business, bedspreads will come in for considerable attention from housekeepers, if shown at this time.

Cover the background with light tinted material; if strong color scheme is desired, use purple or red. At the top of the background, midway between the centre and the sides, fasten round brackets about the size of the candy pail covers. Then, across either corner fasten a stick or rod. Over these two sticks or rods and shelf brackets arrange bedspreads, dropping them so that the pattern shows plainly.

Then take a number of spreads and fasten one corner of each at a point in the centre of the background. Frill one spread in a puff at the point where these are fastened. Then take the opposite corners, fold them back, and fasten the spreads in a semicircle at the base of the window, shaping a pyramid.

On pedestals, or forms, placed on either side of the window, near the front, drape bedspreads and stack a few on top. Have a price card, lettered in red, on each spread. Letter one large show card: "Bedspreads spread for a bargain feast."—St. Louis Drygoodsman.

# FANCY DRY GOODS

DRESS GOODS OUR SPECIALTY.

We are just in receipt of the latest productions of French and Bradford manufacturers, and are showing the newest designs in plain and Fancy Dress Goods in most exquisite colorings and material. See our collection. It will *pay you* whether you buy or not.

## THE LACE WAREHOUSE OF CANADA.

KYLE, CHEESBROUGH & CO.,

16 St. Helen St., MONTREAL.



No. 21  
Jacket and Millinery Form  
on Adjustable Stand.

### A. S. Richardson

*Manufacturer  
of . . .*

*th returned  
2/15/00*  
**FINE WAX FIGURES**

*Millinery Busto  
Mantle and  
Clothing Forms*

*of every description.*

The only manufactory of its kind in Canada.  
Write for Illustrated Price List ; post free.



*A. S. Richardson,* 425<sup>1</sup>/<sub>2</sub> Yonge St.,  
Toronto.





# Hat, Cap and



# Fur Trade.

## The State of Trade.

The Canadian hat dealers generally, both in towns and cities, put in pretty heavy orders for Spring. As the Spring business is usually on a larger scale than the Fall, and 1900 promises to be as good a year as last, good orders were justified. Since the first week in January importations of Spring purchases have been coming in, and some dealers are already receiving a part of their supplies.

The Winter in Canada has been a mild one and many men have been wearing their felt hats the whole time, so that the demand in Spring is likely to be brisker than usual. There have been some good orders placed for American hats. The Canadian factories are reported to be busy up to their full capacity.

## An English Hat Combine.

It is rumored in England that a large combine is about to be formed by the manufacturers of felt, wool, and silk hats, with a capital of £2,000,000 or thereabouts. There are doubts as to whether it will be carried through successfully. Some time ago an agreement among the felt hatters was proposed, and meetings held in order to bring about some understanding which would put a stop to the unusually keen competition and cut-throat policy of the smaller firms, but this attempt was futile. The whole of the trade could not come to terms, and first one firm, and then another would drop out, until the idea had to be almost completely relinquished. With regard to the contemplated combine, a meeting has already been held, and a second meeting is to take place, at which it is expected that all the manufacturers will throw in their lot in a valuation of their manufactories.

## The English Hat Trade.

The more famous London hat firms report a good outlook and brisk trade for Spring. The correspondent of The New York Hatter, writing from London last month, says he has called upon the leading men: Messrs. Christy & Co. are busy at the factory working on goods for Spring deliveries. Many of the travelers are home, and among them, I am sorry to hear, is Mr. Emerson Wood, who was telegraphed for and had to abandon his trip in the United States on account of the dangerous illness of his wife. Whether or not he will be able to return in time to finish his Spring round, remains doubtful. The few towns he had visited before his return were liberal in their orders, and but for the unfortunate necessity of his recall, the trip bid fair to be a record one. The lines of samples shown by Messrs. Christy & Co. this season are exceptionally good, and have been appreciated in a practical manner wherever shown. In the straws, panamas and fine pedals in Alpine shapes have been largely ordered in addition to the plain boaters, which have gone mostly in Jap rustics.

At Messrs. Lincoln, Bennett & Co.'s, Mr. Davis tells me the New York representative has made a very good start. A few orders have been sent over from some of the best houses,

and there is every prospect that the agency will be a success. The new silk hat for the Spring has a little less bell than formerly, and is about  $6\frac{1}{4}$  inches deep, with well rolled brim. Soft felts are going very well in natural greys and dark slate, with contrasting bands, and there is also an occasional call for light drabs with black bands. Orders for straws are still good.

At Mr. W. H. Heath's, I was shown some of the new samples for Spring, and was particularly struck with the general appearance of the felts. For his best grade, Mr. H. uses a beaver fur, and the result is a hat with a rich, soft gloss, a fine velvety finish, and great elasticity in the body. The ladies' department is still doing well in spite of the drawbacks of bad weather, etc., which speaks well for the good taste and judgment of the head; plain fur toques and turbans are "the thing" this month.

I found Messrs. Tress & Co. busy taking stock; the season's trade has been very satisfactory, and Spring orders on felts and silks are beginning to pile up. The new styles differ very little from this season, a slight modification all around being the only change. In the ladies' department some very good effects in trimmed boaters are being shown.

From Messrs. Battersby & Co. I learn that their American representative, Mr. C. W. Munro, has started on his trip, and is meeting with success. Having had some experience in the American trade, Messrs. B. & Co. are able to turn out sizes and ovals suitable for that market. At their factory, which is one of the finest and best equipped in the trade, they intend keeping a stock of the principal shapes in a forward state to insure quick delivery of repeats. They are having some success in England with a shape called the "Kimberley." It is a conical round crown about  $5\frac{3}{4}$  inches deep and a flat raw-edge brim  $2\frac{3}{8}$  inches wide, with a natural calfskin band with two buckles instead of a bow. It is a first rate knockabout hat, and should suit the American market. Among their English connections they find a tendency for smaller shapes in felt, but not so small as asked for in the United States. They run here about 5-inch crown and 2 inch brim as the best seller.

## Where Cheap Hats Don't Pay.

It has been figured out that workingmen pay more in a year for hats than do the ordinary business men. In the larger towns and cities the workingmen will be seen almost entirely to be wearing hats, not over 25 per cent. wearing caps. The laboring man always buys a low-priced hat, ranging, say, from 75 cents to \$1.50, a hat that does not give good or satisfactory service. Consequently, says The Chicago Dry Goods Reporter, every two or three months he must get a new hat. The business man, on the other hand, pays \$2.50 or \$3 and gets much better service for his money. The hat is not only of better appearance, but has not that "seedy" look which the cheaper hat has almost from the start. It would seem that not so many hats but better hats is the more economical, a very good doctrine to preach to those who insist upon a cheap hat.



TRADE MARK.

# M. MARKUS

30 Hospital Street,  
MONTREAL.



Did you yet study this **Trade Mark** ?

THE LION'S STRENGTH,  
THE EAGLE'S CLAWS,  
THE BRITISH FLAG.

## Who Can Beat Them ?

This refers equally to our **quality of goods and prices**.  
The wholesale and manufacturing trade must know that  
we carry a complete stock of

## Trimmings and Smallwares

Such as: Buttons of all descriptions, for overcoat, coat and vest,  
pants, overalls, jumpers, mantles, dress, blouses and shirts, cap  
and gaiters; Buckles for pants, vest and bicycle pants; Pant Clasps;  
Hooks and Eyes; Rubber Tissue; Chalk, Wax Crayon, and Drafting  
Lead; Chain and Woven Hangers, Mohair, Plain and Fancy Braids;  
Name-Interwoven Labels for clothing, shirts, hat and shoes; Silks,  
Serges, Satins, Collar Velvets and Velveteens.

SAMPLES ON APPLICATION.

For Import our Samples are ready for the Fall Trade, 1900, in  
German Mufflers, Hosiery and Gloves, Linings, Mantlings, Dress  
Goods, Felt, etc.



# SILK FRINGE

The  
Fashionable  
Dress  
Trimming.

Many Beautiful Designs.  
All Widths.  
Black, White, Colors.

ALSO . . .

## NOVELTIES

IN

Fringed Ornaments  
for Skirt and  
Waist.

Tubular, Soutache and Fancy Braids.

Barrel Buttons, Cords, Dress Gimps.

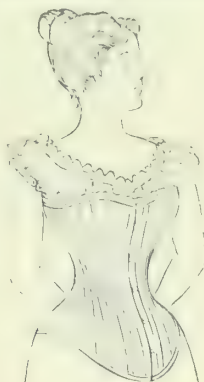
MANUFACTURED BY

**MOULTON & CO.,**

12 ST. PETER ST.,  
MONTREAL.

# The B. & C. Corsets

BONED WITH   
FEATHERBONE



LONG—B. & C.  
FEATHERBONE  
400



MEDIUM—B. & C.  
FEATHERBONE  
172



SHORT—B. & C.  
FEATHERBONE  
171



B. & C.  
FEATHERBONE  
Nursing

Corsets boned with Featherbone will not break nor show rust as corsets do which are boned with steel.  
Popular lines at popular prices. Sample orders solicited.

Manufactured  
only by

**BRUSH & CO.,** Toronto.



## HOTELS FOR COMMERCIAL MEN.

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " " .....             | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " " .....             | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " " .....             | Walker House      |
| Winnipeg .....        | Leland            |
| " " .....             | Winnipeg Hotel    |
| Ottawa, Can .....     | The Windsor Hotel |

1900. . . . WINTER SAILINGS. . . . 1900.

## BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between St. John, N.B., and Liverpool.

Calling at Halifax, N.S., and Moville, Ireland, each way.

| From<br>Liverpool. | STEAMERS.           | From<br>St. John. |
|--------------------|---------------------|-------------------|
| Sat. Jan. 29       | LAKE HURON. ....    | Wed. Feb. 7       |
| " 27               | ARAWA .....         | " " 14            |
| " Feb. 3           | LAKE SUPERIOR ..... | " " 21            |
| " 10               | MONTROSE .....      | " " 28            |
| " 17               | A STEAMER. ....     | " Mar. 7          |

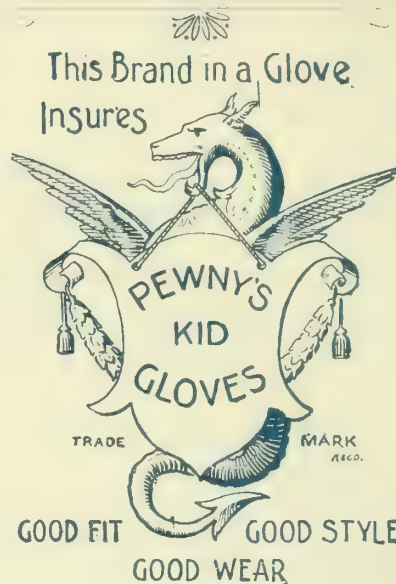
And weekly thereafter throughout the Winter Season.

## Rates of Passage.

First Cabin—Lake Ontario and Lake Superior, single, \$45 to \$50; return, \$85 to \$90; prepaid, \$45 to \$50. Montrose, Monterey and Montague, single, \$40; return, \$80; prepaid, \$40. Second Cabin—To or from Liverpool or London, \$32; round trip, \$60.80. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonderry); prepaid to Halifax or St. John, \$24. For further particulars as to passage or freight, apply to any Agent of the Company, or to

ELDER, DEMPSTER &amp; CO., MONTREAL.

## PEWNY'S KID GLOVES



All orders will receive prompt and careful attention.

## S. Greenshields, Son &amp; Co.

Agents for EMIL PEWNY & CO.,  
GRENOBLE, FRANCE.

Spring, 1900

SIXTY YEARS' EXPERIENCE.  
SIXTY YEARS' PROGRESS.  
SIXTY YEARS' SUCCESS.

SELLING DAILY!!! Staple and  
Fancy Dry Goods at Best Prices.RECEIVING DAILY!!! Cottons,  
Woollens, Linens, Silks, Fur-  
nishings, Carpets, Linoleums,  
etc., etc.

WHOLESALE ONLY.

P. GARNEAU,  
FILS & CIE.

—Quebec, P.Q.

—Samples Shown—  
Temple Building - Montreal

L. Orders solicited and carefully attended to.

ESTABLISHED, 1840



1840

1900

60 Years' Experience is a Guarantee that

# The Morse & Kaley Mfg. Co.'s

## GOODS HAVE NO SUPERIOR.

The leading jobbers of British Columbia, Manitoba, Ontario, Quebec and  
Maritime Provinces carry stock Ask for

*Morse & Kaley Silcoton*

*Morse & Kaley Silcoton Embroidery*

*Morse & Kaley Turkey-Red Embroidery*

*Morse & Kaley Knitting Cotton*

*Victoria Crochet Thread, etc., etc.*

# ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street

MONTREAL.

Our...  
New Line

OF...

# IMPORT

Fall  
Samples

1900



NOW READY.

**J. FRANK RIEPERT**  
**JAPANESE FANCY**  
**GOODS, ETC.**

23 Hospital Street, MONTREAL.

Lines such as we have prepared for the coming season include selections from the choicest novelties capable of being produced in *Art Pottery, Porcelains, Bamboo Goods, Baskets, Lacquer Ware, Bric-a-brac, Notions, etc.*, all comprising a wider and more comprehensive variety than we have ever shown.

Our representatives are now starting on their respective routes, and will wait upon you shortly to submit our lines for your inspection. See them, as they are sure to interest you.



## EXPANSION IN THE CANADIAN COTTON INDUSTRY.

**W**ITHIN the past year or two expansion and improvement have been the steady theme in connection with cotton manufacturing in Canada. Some of the companies have built new mills, and additions and extensions to old ones, while others have confined their energies to the substitution of new and improved machinery and appliances of all kinds with which to carry on their work. Some idea of the advance made in recent months may be gathered from the perusal of a few statistics.

In January 1897, The Montreal Cotton Co. had in operation 2,200 looms, whereas to day they have installation for 4,000. These will be in actual working order inside of three months. The company have made large improvements with regard to a plant for mercerizing, and now these goods compare favorably with English goods. Two mills have been erected, one, the Empire mill, for the spinning of Egyptian cotton; the other, called the Louise, for weaving purposes.

The Canadian Colored Cotton Co. have bent their energies principally to the process of remodeling. Their aim has been to make a specialty of the finer lines, such as ginghams, zephyrs, and fine oxfords. To this end they have put in 500 Jacquard looms in their St. Croix mill at Milltown, making the total number of looms in that mill upwards of 1,200. The annex which has lately been built in connection with it represents an outlay of \$40,000, and two smaller additions to the main mill have also been built for holding machinery. The new building is a structure 160 x 100 ft., three storeys high, well lighted with about 7,000 lights of glass. In Spring a spur of the C.P.R. will be built beside the mill, so that shipments may be made right from the doors to all parts of Canada. Modern, up-to-date improvements have taken place too in Cornwall. The mills there have undergone an extension to hold the newest kind of bleachers for certain classes of goods. At Merriton there has been a change, and the mill there is now a blanket mill. (The large sale of these cotton blankets, due to the difference in price is making considerable difference to the woollen goods.) Everywhere with this company new looms, spindles and cards have been substituted for old ones; and it is their wish to concentrate as much as possible particular lines in the several mills. The idea is above all to push the finer lines of goods. The fact that the employes in various mills have received this year an increase of 10 per cent. in their wages speaks for itself.

The Dominion Cotton Mills Co. have in like manner laid the chief stress not on building anew, but in throwing out and putting in. Though exact statistics are not to hand, they have largely increased their working power at Magog by the addition of 1,000 looms. At Kingston the company received a bonus on condition that they should spend \$150,000 there. At Hochelaga an extension has been built, new looms have been put in, a machine-shop has been erected, and new machinery for working purposes acquired. An electric plant has been inserted for power instead of using coal as formerly. The Montmorency Cotton Co.'s mill, belonging to The Dominion Cotton Mills, has been enlarged for yarns, and exemption from municipal taxation has been granted. The Dominion Cotton Mills Co. are applying to the Dominion Parliament at its next session for the passing of an Act to ratify and confirm the

letters patent of the said company; to increase their capital stock, to authorize the issue of preferential stock; and other purposes. It is understood that an increase of \$1,000,000 will be made in preferred stock.

The Merchants Cotton Co. have made the most expansion probably of any of the mills within the past couple of years. In 1898 30,000 spindles were put in, which gave employment to 500 extra hands. Besides this, 10,000 new spindles replaced old ones at a cost of \$10,000. The whole cost of improvements and additions in that year was in the neighborhood of \$650,000. During 1899 a further advance was made. On October 16 the shareholders of the company met, and authorized the directors to increase the capital stock from \$1,000,000 to \$2,000,000. An extension was made to hold spinning machinery for giving knitting mills cotton yarn; and new looms were placed in the basement. Across the road from the main mills a new mill is now in course of construction of about one-third their capacity. It will employ 400 extra hands, and its cost will come near half a million of dollars. This mill is to be devoted to the washing of yarns, ducks and coarse drills for manufacturing purposes. They will pay attention to specialties. The aim is to push especially the coarser lines. The inauguration of the Colonial Print Works at St. Henri, adds one more to the quota of increases in Canada. The new buildings, particulars of which are given elsewhere, cover five acres of ground. This company expect to be in readiness about March 1, 1900.

### NEW BLOUSE FACTORY.

Signs of prosperity and enterprise are continually making themselves manifest. One of them is to be seen in the large building operations that have been going on all over the land. At Drummondville, Que., a new factory has been established for the manufacture of blouses, and kindred lines. The Maple Clothing Company, which has been in existence about six months, consists of W. Mitchell, president; Edward Willet, secretary-treasurer and E. Pelletier, general manager. They began operations in a modest way some time ago, in Drummondville, and have been selling goods for about a month. The goods were found so satisfactory that it became advisable to increase the accommodation, and, with this end in view, larger premises were secured. The new buildings are four storeys high, 100 x 40 feet. The company are also placing, in addition to the machinery which they already have, about 100 machines. They will occupy their new works in about a month, and there will then be 150 hands employed. The facilities granted them by the town of Drummondville enable them to manufacture goods at a rate which can meet competition. Their trade mark, as the name of the company indicates, is the maple. They claim to manufacture blouses of a kind which are unique in value and in style; under and over skirts, silk petticoats, and whitewear which can defy competition. They are particularly proud of their lines of overalls, jumpers, smocks: and what they would specially draw attention to, is the fact that their goods in the various departments are cut under tailors—experienced tailors!

Among those initiated into the Union Commercial Travelers' Association at its last meeting was Mr. John McRae, the popular representative of The D. McCall Co. in the West.

Mr. James Mundie, a prominent member of the Northwest Travelers' Association, has left to take charge of the factory of The W. J. Peck Clothing Co., in Montreal. Mr. Mundie has been in the West since 1872.





**K. Ishikawa  
& Co.**

Main Office :

**Yokohama,  
Japan.**

Canadian Office :

**24 Wellington St. W.,  
TORONTO**

# SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative  
Endowment Policy**

IN THE

## Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

**W. C. MACDONALD,**  
Actuary

**J. K. MACDONALD,**  
Managing Director

ILLUSTRATED ADVERTISING PAYS.

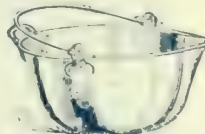
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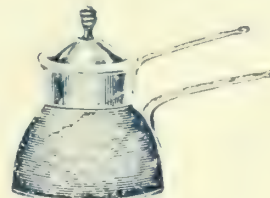
J 50



J 98



J 65



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J 78

## STANDARD ELECTROTYPE CO.

WILMINGTON, DEL., U.S.A.

### PRICES OF CUTS IN THIS AD.

|                |                         |                |           |
|----------------|-------------------------|----------------|-----------|
| Less than 10,  | 20c. each               | From 25 to 49, | 18c. each |
| From 10 to 24, | 19c. each               | From 50 to 99, | 17c. each |
|                | 100 and over, 16c. each |                |           |

If ordered sent by mail add 1½c. per cut.  
Half-Tones, Zinc Etching, Electrotyping and Stereotyping  
Correspondence solicited.



J 89



E 35



E 31



D 13



H 187



J 93



# ALWAYS AHEAD!

Our Trade Mark Guarantees Correct Style

## THIS CUT

REPRESENTS  
ONE OF  
THE

Latest  
Designs  
from  
Paris

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To Retail, \$10.00
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- " Sailor Collar Waists,
- " Pique Collar Waists,
- " Large Variety Wash Skirts,
- " Separate Cloth Skirts,
- " Print Wrappers,
- " Boys' and Girls' Wash Suits.

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13 Front Street West, TORONTO.



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MONTREAL AND TORONTO, FEBRUARY, 1900.

### BRADFORD'S TRADE WITH THE UNITED STATES.

Canadian buyers who go to Bradford will be interested in knowing the condition of trade with the United States in 1899, as compared with the previous year. Bradford's sales to the United States showed an enormous decline when the Wilson low-tariff measure made way for the present Dingley law. The first year of the Dingley tariff produced a falling off of \$18,000,000 in the exports from Bradford. This was partly due, perhaps, to overbuying previously. But, in 1899, the trade began to recover, and there was an increase of exports to the value of over \$2,000,000 compared with 1898. The increased purchases consist of cotton goods, silk goods, silk yarns, alpaca, mohair, camel's hair, etc. It is curious to note that cotton goods have now become the principal Bradford line of export to the United States. Although Canada is no such market for Bradford goods as its Southern neighbor, yet, we believe that, proportionately, it can make a better showing than the United States.

### LORD MASHAM'S WORK.

LORD MASHAM, the head of the great English silk company known as Lister's, has just completed his eighty-fifth year, having been born January 1, 1815. He entered business in early manhood, says The Textile Mercury, and, throughout the whole of the long period that has since inter-

vened, he has been distinguished for energy, courage, skill and tenacity of purpose which have commanded universal admiration. These qualities, combined with intelligence, breadth of view, strict integrity and a tireless physical system, are such as, to a great extent, command success.

Lord Masham has made a great success in the manufacture of plush by utilizing the waste silk, which was formerly thrown aside as of no use, and he has, besides, maintained the success of English silk throughout a period when the severest foreign competition has been met with. In public affairs, he has shown a decided talent for discussing the trade question on its merits, giving due weight to theoretical principles, but not wandering away from conditions and facts that ought to govern the tariff policy of a country like England. What has always seemed, to business men, the weakness of free trade is that its soundness is proved by a process of deductive reasoning which creates its own premises and thus easily reaches the desired conclusions. Lord Masham has done much to free England from the slavish adulation of mere theory and its consequent application to conditions that do not fit the case by men who could neither construct nor conduct a large business if they tried. Opinions once thought sacred dogmas are being modified. Lord Masham will, we hope, live many years yet to see in force some of the commercial principles he has so ably expounded.

### THE CANADIAN COTTON INDUSTRY.

THE Canadian cotton mills, judging from the facts presented elsewhere in this issue, appear to be doing well. The mills of one company have almost doubled the number of looms, and a plant for mercerizing fabrics has been put in. The extensive concern which operates mills making colored goods has gone largely into cotton blankets, which were formerly bought in the United States, and 500 jacquard looms have been put into another of the mills. Yet another company has gone largely into new machinery for more than one mill, while the print mill has also been added to. Another company has added 30,000 spindles to its equipment, while a new company has been formed to make prints, thus providing domestic competition in this line of goods.

Altogether the cotton industry is flourishing. This is partly due, no doubt, to active trade at home, seeing that the export business is still a small feature of the total business done. Then the tariff was undoubtedly framed to save the cotton mills from any sudden reduction under the preferential rates to British manufactures. The protection is now 18¼ per cent. on white and grey cottons, and 26¼ per cent. on colored cottons—that is, as regards England. The tariff towards foreign countries is 25 per cent. on white and grey and 35 per cent. on colored. The cotton industry has, therefore, no reason to complain of the treatment accorded to it by Parliament, and if all manufacturing interests had been similarly dealt with, small wonder if they showed as much expansion as cotton during the golden years of plenty which we have been recently experiencing.



### THE CAUSES OF FAILURES IN 1899.

WE have received from Mr. T. C. Irving, the Canadian manager for Bradstreet's, an instructive statement of the number and causes of failures in Canada and Newfoundland during the past four years. This covers an interesting period. From 1896 to 1899 the commerce of Canada has been steadily improving, until now—1900—it has reached what may fairly be called high water mark.

Briefly summarized, Bradstreet's review of the situation amounts to this: the number of failures have been:

|       |       |       |       |
|-------|-------|-------|-------|
| 1896. | 1897. | 1898. | 1899. |
| 2,204 | 1,925 | 1,470 | 1,306 |

In the same time the liabilities have dropped from \$16,000,000 to \$11,000,000.

The causes of failure in 1899 are in the following "order of merit": 1. Lack of capital; 2. Incompetence; 3. Specific conditions; 4. Fraud; 5. Inexperience; 6. Neglect; 7. Competition; 8. Unwise credits; 9. Extravagance, failures of others and speculation.

There is food for reflection here. It seems that 74 per cent. of the failures are caused by lack of capital. It is a great mistake for our young men to go into business for themselves without the necessary supply of money. The chances are dead against them. If they fail they call it "overcompetition." In point of fact, they never had a fair chance from the first. Conditions were against them. A young man who has saved \$300 or \$400, is well thought of by the people who sell to his employer, possesses energy, health and the polite manner which brings trade, often thinks of setting up for himself. He should not be in too much of a hurry to embark on his own hook. Let him go on saving. If he does not like this advice, let him consider the above figures—three-quarters of the failures in Canada during 1899 caused by insufficient capital.

### PEDLARS INTERFERING WITH TRADE.

Nothing is more reasonable than the demand that pedlars shall not be allowed to interfere with legitimate trade. Merchants are large taxpayers. They form an important factor in the upbuilding of a village, town, or city. They are the natural and necessary means by which goods are distributed to the consumer.

In old times, the pedlar was the means by which much of the distribution was done. He was, therefore, in those days a benefactor in his way, and deserved toleration even when some hard bargains were driven, because it was a convenience to have the goods brought to one's door when stores were remote and roads impassible. Now, however, all is changed, and it is hard to understand why merchants so patiently bear the competition. In Carleton County, for instance, it is said the pedlar nuisance is particularly bad this season. Recently, a pedlar offered for sale all over that county some silk handkerchiefs of a certain pattern. These he sold for 25c., while in the ordinary stores they could not be bought for anything less than \$1. The presumption is that the low-priced ones were stolen. On the other hand, another of these salesmen

offered for sale alleged gold-rimmed glasses for a sum that would buy in the city half a dozen of the same kind.

This should be looked into. The county authorities ought to protect regular trading.

### "IS THAT THE LOWEST PRICE?"

IN the placing of advance orders, there is one question which is asked perhaps oftener than any other, and asked frequently without any particular idea as to what it really means, "Is that the lowest price?" The inquiry accompanies the transaction proposed in a casual kind of way, without any intention of impugning the uprightness of the seller; but, nevertheless, it does so, and it all depends on who the seller may be and who the purchaser may be, as to what answer will be made in such cases. Some of the stricter men will answer by a polite reminder that such a question is entirely improper, while others, who are not so particular, will most emphatically and unwaveringly state that the price quoted is once and for all the lowest obtainable. An American contemporary, some time ago, dealing with this question, stated that it was to their knowledge that, upon the implied insinuation of such interrogation, business relations had been broken off by the house refusing to further do business with people who suspected their veracity.

It is quite true that this question is asked every day, and will probably continue to be asked, without any animus being incited on either side; but, all the same, it is a useless one evidently: for it must be plain that the seller puts himself in a ridiculous position, if—after quoting a certain price, which may naturally be supposed to be the fair and square price, and the one at which he can make a fair and square profit—he will, upon simply being asked if he has a lower one, change it, and thereby declare that he was making an unfair profit. In some countries, it is true, this system of beating down is a recognized institution; and no one who buys from an Arab or a Turk expects anything else. But, surely it is neither necessary nor wise for us to emulate their example.

There is one thing that has always to be taken into consideration. The man who purchases only a small quantity of goods cannot expect, in the nature of things, that he can buy as low as the one who purchases largely; and it is not politic for him to come in and raise all kinds of disturbance, because he has heard that another, who has bought ten times as much as he has, is being quoted lower prices. Some houses make it a point to have "one price for all," and it is always their own business to sell at whatever they please, to whomever they please. There is not, however, any rule to bind them down to such an arrangement. During the last 18 months the purchasing trade has not had the upper hand to the same extent they had some time ago; and sellers are beginning to think that it is time to call a halt. With the present condition of the markets, many abuses of this kind, which have crept in, might well be eradicated. Much deceit and many underhand methods could thus be abolished; and the result would be satisfactory to all concerned.

## TREATMENT OF CLERKS.

ARE your clerks steadily becoming more valuable to you? Do they take a greater interest in your business than they did a year or two ago? If they do, encourage it, both by word and by deed. If not, what is the reason? There is an old saying, "It takes two to make a quarrel," that, with slight alterations, would be worth a merchant's attention. We mean to make it read thus: "It takes two, the clerk and the employer, to bring out the best in a clerk." A clerk may earnestly want to improve, but a rebuff or two may have led him to believe that his employer wants to "keep him in his place," and he may try to master out the business secretly. He may be working out plans at window-dressing, sketching suitable advertisements, considering methods of showing goods indoors, yet, as he never has been asked to, he has never offered to dress the window, write an ad., or rearrange goods in the store. It is bad policy on a merchant's part to allow a clerk to think he wants to keep him from learning too much. A clerk cannot learn too much. If his learning makes him more valuable, you get the benefit first, and, if you share the increase with him, you may always get the benefit of his increasing knowledge and ability. Ask him to try his hand at everything in connection with the business. If he shows aptitude, train him in every line he feels like following up. While keeping your position as head, and making it a rule that all changes shall be submitted to you before they are made, and keeping a watchful eye on everything done, allow your clerks as much opportunity as you can to improve your system of business. If a suggestion does not suit your ideas, say so candidly, giving reasons for your position, but do so in such a way that the clerk will feel free to offer another suggestion to-morrow. Treat your clerks as men or boys whom you trust and depend on, and the effect will show in a manly, confident treatment of customers and in a respectful deference to your own opinions.

## SOMETHING ABOUT KHAKI.

During the present war, much is heard of khaki, the material of which the Queen's soldiers' fighting uniforms are made. Khaki serge, with its dull brownish-yellow color (indeed, the word "khaki" means a drab shade), is not a new thing. The cotton khaki has been used for years by the Imperial troops in India and other hot countries. It is merely a white drill, such as is worn in tropical climates, dyed a khaki color, and the ingredients used in dyeing are kept a profound secret. In the early stages of this material, and, in fact, until comparatively recently, great difficulty was experienced in machining the clothing, owing to the chemicals used in the dye "firing" the needles and rendering them unfit for use, but this has, to a great extent, been overcome by recent improvements.

Finding that, in warm, damp climates like South Africa, a woollen, rather than a cotton, material was necessary, the army authorities have ordered a khaki woollen serge, which will, it is believed, be more comfortable and satisfactory. It

is said that recent contracts are for more than 500,000 yards of the lightest weights in woollen serge.

Cotton khaki has been used in Canada by a few men for lounging and outing Summer suits. An English manufacturer is making up some boys' suits of it. There may be a popular demand for it in Canada when our troops return.

## WILL IT LAST?

We are sometimes asked if the present trade activity in Canada will last. Doubters think we have reached the top of the present trade-wave, and that, from now on, things will begin to recede a little. Our advice to merchants is: For business purposes, count on a continuance of prosperity; in matters of private expenditure and luxuries, cut away expenses as if 1900 were to be a bad year.

## PRICES OF CANADIAN COTTONS.

A CORRESPONDENT of THE DRY GOODS REVIEW writes that the present prices asked for Canadian cottons are not, generally speaking, much higher than they were several years ago. In some instances, he says, the prices are really lower than they were in 1896, and that was not a year of high prices such as 1900 undoubtedly is.

For example, white carpet warps are actually 10c. cheaper now than then, and colored carpet warps are no higher in price. Certain lines of denims are to-day about the same prices quoted in the month of August, 1896. In shirtings, also, several numbers are on the old basis as to price, while other lines are not more than 1/4c. higher. Tickings, too, are only about 1/4c. higher.

"It should be borne in mind by the trade," continues the correspondent, "that while many advances in prices have been announced during the past twelve months by all the mills, prices are not abnormally high. It is doubtful, considering the state of the markets abroad, whether cottons have had their proportion in the general increase. The impression produced by the frequent circulars issued by the mills is that an enormous advance all around has taken place. In point of fact, it seems only fair to state that this is not so."

What our correspondent says is interesting. He is probably correct that numerous reports have made the advances seem greater than they are. They are, however, pretty high, and unless some abnormal change takes place in the raw cotton market there should not be any further considerable advances.

## KHAKI YARNS NOW READY.

In view of the expected call for khaki it is interesting to note that the famous Halifax, England, yarn manufacturers, J. & J. Baldwin, are making a specialty of khaki shades in their various qualities. They particularly recommend the 3-ply "Beehive" and wheeling in khaki shades for knitting various articles for the soldiers of the Empire. There is a stronger likelihood of this idea "catching on" the longer Canadian soldiers are with the army. A neat little sample card of shades has been issued by J. & J. Baldwin, whose Canadian agent is Duncan Bell, Montreal. The trade can get fuller information from him.



## BRITISH COLUMBIA TRADE NEWS.

COMMERCIAL EVENTS AT THE PACIFIC COAST.

**D**URING 1899 the imports at Victoria amounted to \$3 320,586 and the exports to \$1,832,292.

Beginning on February 15, there will be a day steamer between Victoria and Vancouver, doing the trip in four hours and a half.

The Rossland Board of Trade is moving to secure the cooperation of the Provincial boards in effecting the following ends: An appropriation of \$25,000 a year for the British Columbia agency in London, a protest against any increase in mining taxes at this time, the establishment of a high school for Kootenay and Rossland, the necessity for more school accommodation, a grant in aid of a School of Mines, and asking for an appropriation of \$15,000 for roads and trails in the Trail Creek mining division.

Many commercial travelers have been visiting the chief cities during January, and Spring business is brisk.

There were 130 buildings erected in Greenwood last year at a cost of \$320,000.

The outfitting firms are beginning to feel the effects of the Spring movement of people towards the northern goldfields. Several good-sized parties have already gone north.

Fire gutted the store of Jones & Kimball, Rossland, ruining a stock worth \$10,000; partly insured.

Vancouver and New Westminster merchants are moving against trading stamps. After March 1, they will not be used in the latter city. The bank managers have all expressed disapproval of the system, and the board of trade will be asked to request the Provincial Government to pass special legislation against lotteries, trading stamps, premiums and nickel-in-the slot machines.

F. E. Burns has opened up his store at Kamloops. The store has been completely renovated, and presents a bright and attractive appearance. He has a full and tasty line of men's furnishings.

The new Bills of Sale measure, now before the Provincial Legislature, contemplates the shortening (in the cities more particularly) of the time in which securities must be registered, while providing for registrations at Golden, as well as at Revelstoke, in the Kootenay district. The important section of the new Bill reads:

"2. Section 9 of chapter 32 of the Revised Statutes of 1897, being the Bills of Sale Act, as enacted by section 2 of chapter 7 of the Statutes of 1899, is hereby amended by striking out the first four lines thereof, and by substituting therefor the following: Every bill of sale of property situate in the counties of Victoria, Nanaimo, Westminster, Yale, Kootenay and in the territory forming the county of Vancouver, before the passing of chapter 17 of the Statutes of 1899, shall, within a period of eight days after the making thereof, be registered by filing such bill of sale, together with the affidavit, provided by section 6 of this Act, in the office of the registrar of the County Court, as hereinafter provided; and every bill of sale of property situate in the county of Cariboo and in that portion of the county of Vancouver added to said county by said chapter 17 of the Statutes of 1899, shall, within a period of 14 days after the making thereof, be registered by filing such bill of sale, together with the affidavit provided by section 6 of this Act, in the office of the County Court, as hereinafter provided."

## STOREKEEPING IN REGINA.

**I**T is not surprising that the merchants of the Canadian Northwest should find a gratifying development of their business during the present era of increasing population and good prices, yet the growth of some retail houses in several towns is really remarkable.

In speaking to THE DRY GOODS REVIEW regarding the business of E. McCarthy & Co., general merchants, Regina, N.W.T., Mr. E. U. Steen, who has just returned from an extensive buying trip in the East, gave an insight into trade conditions in that section which is instructive as well as interesting.

E. McCarthy & Co. have been in business in Regina about 12 years, but, though their trade grew steadily, it was not until the last two years that they decided to largely increase their business. Then they added to their stock of groceries and boots and shoes, stocks of crockery, clothing and dry goods, and secured two additional stores, which were connected to their original place of business by large archways. This year they intend adding hardware to their stock, and connecting another store, which practically makes four stores in one, which is a large concern for a town of the population of Regina.

"What has lead you to branch out in this way?" asked THE REVIEW.

"There is a steady, permanent growth of trade in Regina. The population is steadily growing, and the majority of our old customers are well-to-do, and liberal payers, as a rule. Our own trade has grown in the past year fully 75 per cent., and we feel we can count on the permanence of this increased trade, as it is not out of proportion to the growth of the district and of our facilities for carrying on such a trade."

"Do you consider Regina likely to grow very much in population?"

"The town is essentially a commercial centre. It has practically no future as a manufacturing town, as there is neither coal nor iron in its vicinity, and as there are not good water privileges in or near the town. But, as a distributing centre, it is bound to be of importance. The boring of wells, many of which are now flowing, has improved the surrounding land for agricultural purposes; the development of the mining districts of British Columbia has created a home demand at better prices than formerly for flour, butter, meats, and other farm produce. As the principal town in Assiniboia, and as the seat of Government for the whole of the Northwest, it is but natural that Regina should obtain the trade of a great section of country."

"What nationality are the residents of the section?"

"Canadians. Although this section includes people from many countries they have become so adapted to our style of living, and loyal to our institutions, that it would be unfair not to admit them as our countrymen. There are several Indian reserves some miles from the town, and a number of Germans in the place, but no Galicians or Doukhobors."

"Do the Germans and Indians prove good customers?"

"Excellent, though of altogether different characteristics. The Indian comes into our store, generally soon after the Government bounty has been paid, examines, say, a pile of blankets, pulls a pair out that suit him, asks the price, and, if it suits him, flings it down on the floor, and passes out without even waiting to have the blankets wrapped up. The German is, on the other hand, very slow in making a decision. He wants to reason and compare, but when he is satisfied he pays as promptly as the impetuous Indian. We are making a big effort to get as much of this trade as possible."

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**Canadian Buyers** will always find the very latest Novelties in Ladies' and Children's.

**SKIRTS, BLOUSES, JACKETS, MACKINTOSHES, CAPES, etc., etc.**

In our Showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples, and learn your needs.

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## Canadian Brussels



A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

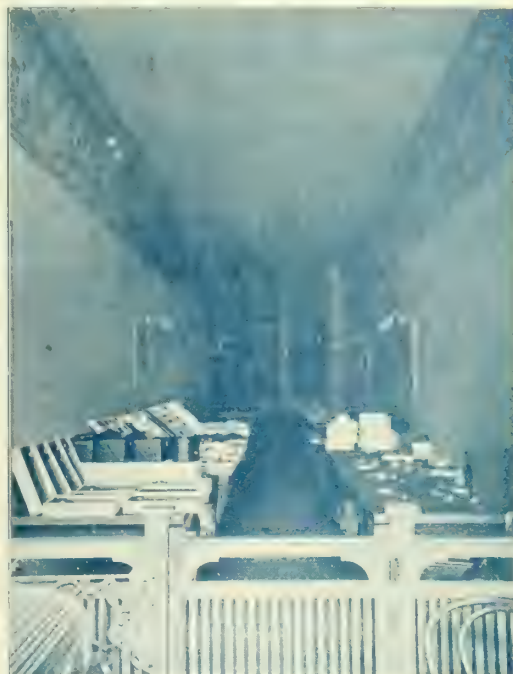
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Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

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Architects.  
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## Carpets, Curtains and Upholstery.

### THE CANADIAN CARPET AND CURTAIN TRADE.

THE prospects for a good Spring trade among the retailers are believed to be cheerful, and inquiries are already being made in the cities by householders who need new furnishings. The wholesale importers have been receiving their early shipments during January and sending them on to early buyers. During the next month or so merchants from Western Canada will be expected in the chief importing centres of the east to make what are generally called Spring purchases. From western reports the number of buyers will be large this season. There are some nice brussels carpets this year for \$1.25 retailing, as well as cheaper lines. The range of curtains is extensive, and there are any number of pretty new designs.

### THE CANADIAN FLOOR OIL LIST.

The latest price list for Canadian floor oilcloths, since the increase in prices is, as follows :

| FLOOR OILCLOTH                                                    |  | Cents. |
|-------------------------------------------------------------------|--|--------|
| No. 1 quality, in widths of 4-4, 5-4, 6-4, 8-4, 10-4 per sq. yard |  | 32     |
| No. 2 " " " " " 7-4 " " "                                         |  | 24     |
| No. 3 " " " " " 8-4 " " "                                         |  | 19     |
| C " " " " 10-4 (4 yds. only)                                      |  | 48     |
| Mats or rugs, No. 2 quality                                       |  | 32     |

### CANVAS STAIR OILCLOTH

|              | Widths |    |    |
|--------------|--------|----|----|
|              | 5      | 8  | 4  |
| Cents        |        |    |    |
| Canvas back  | 8½     | 11 | 13 |
| Painted back | 12     | 15 | 18 |

Lengths of pieces 30 yards.  
Terms: Cash, less 3 percent, in 10 days.

### CANADIAN SEA GRASS FOR BEDDING.

The United States commercial agent at Rimouski has been making a consular report on Canadian sea grass, which has been coming into vogue for upholstery purposes. He says :

"Sea grass is a long, thin grass that grows on the protected flats of the lower St. Lawrence river, along the south shore of the counties of Gaspé and Bonaventure, in the Province of Quebec, and on the east shore of the Province of New Brunswick. The grass grows from two to four feet long at Isle Verte and Rimouski. At these places the bottom is hard, and teams drive anywhere on the flats. The flats at Gaspé, Bonaventure, and New Brunswick are generally soft, and the grass grows from five to twelve feet long. Brant, geese and ducks, as they migrate, stop to feed on this grass. Geese commence to arrive here in March and leave about May 10 for the breeding grounds farther north, returning in September. The grass is known here as 'herbe a bernige' (brant grass) and 'herbe a outarde' (wild goose grass). These flats are very extensive in places. At Isle Verte over 1,000 tons of grass are cut, and 400 tons can be cut at Rimouski. Islands protect these flats from heavy seas. The grass is mown with scythes. It takes a very large area to dry much of it, and it shrinks rapidly in the sun, 100 lb. of the green grass making only about 12 lb. of the dry. If dried quickly with the salt in it, it is very brittle. To season it well requires from three to four weeks. After it becomes dry, showers are needed to take the salt out of it.

The dew will accomplish this object, but it takes much longer. Much experience and care are necessary to cure it properly and have it entirely free from salt. When properly dried the grass is strong, elastic and curly, giving

it its value for upholstery. It is largely used by carriage manufacturers.

"The grass was first cut in Canada at Isle Verte in 1891. Now, power presses are used to bale it, and from 10 to 15 tons are put in a car. The amount of the yield in 1898 was 1,473 tons. About 10 per cent. of this was used in Canada and the balance went to the United States, largely to Ohio and Illinois, very little being used in the East. As it becomes better known I believe it will be more popular. It is clean, healthy, elastic, durable, light and cheap. The average price on the car is \$25 per ton, or \$30 delivered at Chicago or Cincinnati. All but 190 tons were gathered in this consular district. The work is done in about three months. The dealers buy it from the farmers, sort it, press it and market it.

"Last season the farmers received for their grass from \$15 to \$20 per ton; this season, from \$12 to \$15 per ton. The dealers have also been cutting prices, so that grass has netted only from \$17 to \$20 per ton on the cars here. There will be about twice as much shipped to the United States in 1899 as in 1898. At the present rate of shipment the amount on hand will be exhausted long before next year's supply will be ready for shipment. Some dealers have thought 'sea moss' a better name to sell under than 'sea grass,' so they have adopted it. It is not a moss, does not grow like it or resemble it in any way."

### THE BRITISH CARPET TRADE.

In Canada, which is the largest market abroad we have for carpets, says the Manchester correspondent of The London Drapers' Record, Worcestershire, Yorkshire and Lancashire firms have had a good year's trade, and the Australian demand, which follows that of the Dominion in importance, has also been extensive. Although the United States probably consumes more carpets than any other nation in the world, the demand for British goods is very small, owing to the high tariff and the enormous development in the home protection. Houses like the Templeton's, of Glasgow, Crossley's, of Halifax, and some of the Kidderminster concerns, making high-class goods, can alone hope to transact business with the United States. Crossley's have £79,743 available for dividends as a result of last year's trading. The directors have decided to declare a further dividend of 4s. 6d. on the ordinary shares, making 6s. 6d. for the year. The value is £5 each, fully-paid. The results are much below those recorded in the early nineties, but the carpet trade has so many difficulties to contend with that one cannot look upon the return as unsatisfactory. Speaking generally, it cannot be said that makers of axminster, brussels, wilton, and other classes of carpets have been fully compensated for the advance in the yarns they employ. Cotton, linen and jute, in addition to woollen yarns, are used in the carpet trade, and on all these producers have had to pay much higher prices.

### OILCLOTHS AND KIRKCALDY.

In chatting with a well-known Scotch member of the trade the other day, he stated that the city of Kirkcaldy probably owed its growth and prosperity more to the manufacture of linoleum and floor oilcloth, which was conducted therein, than



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**Geo. H. Hees, Son & Co.****HAND AND  
MACHINE MADE**

MANUFACTURERS OF

**OPAQUE  
SHADE CLOTH.**

ART LACES AND  
FRINGED WINDOW SHADES,  
CORNICE POLES AND  
POLE TRIMMINGS,



OFFICES:  
TORONTO, 71 BAY ST.  
QUEBEC, 72 JOSEPH ST.  
DETROIT, U.S. 621-627 FORT ST.



FACTORIES  
276-286 DAVENPORT ROAD and  
340-350 PEARS AVE., TORONTO.  
621-627 FORT ST. DETROIT, MICH. U.S.

CURTAINS, DRAPERIES,  
FURNITURE COVERINGS,  
UPHOLSTERY GOODS,  
LACE CURTAINS Etc,

OFFICE TEL. 2056  
FACTORY TEL. 4299  
CABLE ADDRESS:  
"HEES" TORONTO.

**71 BAY STREET, TORONTO, CANADA.**

**KINDLY** allow our travellers when calling  
on you to exhibit our New  
Samples of

LACE CURTAINS and NETS,  
FURNITURE COVERINGS,  
TAPESTRY CURTAINS and  
" TABLE COVERS,  
CHENILLE CURTAINS and  
" TABLE COVERS,  
UPHOLSTERY and DECORATIVE FABRICS,  
SASH CURTAINS and  
UPHOLSTERY SUPPLIES,  
LINEN VELOUR CURTAINS and  
PIECE GOODS.

☞ Many of the above goods are from our own looms.

**WINDOW SHADES.**

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-  
yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed,  
Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and  
TRIMMINGS.

GRILL WORK, SWINGING POLES, and every-  
thing pertaining to Window Drapings.

We manufacture everything in the line of Window  
Shades, and sell them at a price that affords  
the retailer a large profit.

SPECIAL ATTENTION GIVEN TO MAIL  
ORDERS AND INQUIRIES FOR ESTIMATES,  
ETC. . . . .

**See Our New Illustrated Catalogue.**

N.B.---We have purchased the H. M. Flock Metal Plant and added  
it to our own for making Stair Plates, Drapery Pins, Shade Pulls and  
other metal goods.



# W. TAYLOR BAILEY,

MILL AGENT,

**Upholstery Supplies,                      Drapery Fabrics,  
and Brass Goods.**

MANUFACTURERS  
OF . . . .

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade  
Cloth

Plain, Dado, Laced and  
Fringed Window Shades

**27-29 Victoria Square, MONTREAL.**

**Will Soon Be Ready**

## Perfection Brand our lines of Bed Comforters, Cushions, etc.

**For 1900** will be superior in every way to anything ever turned out before. **We have secured absolute control** of all patterns we intend using, and **they are beauties.** It will be of particular interest to you to see our new samples before placing orders.

Travellers will call upon you some time in March or April.

## CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton  
and Wool Comforters, Cushions, Tea Cosies, etc.

**MONTREAL.**

# Rug Fringes.



Are you fully supplied with Rug Fringes? If not, a card to us will bring you a full line of samples. A large range of colorings to choose from.

PRICES RIGHT.

THE  
**ROYAL CARPET CO.**



GUELPH, ONT.

# The Empire Carpet Co.

St. Catharines,  
Ont.



Pioneers of Ingrain Weaving  
in Canada

We make only **one** line of Carpets—**Ingrains**.

All our time, energy, experience, and capital are devoted to producing this **one** line **right**.

We believe in doing **one** thing at a time and doing it **well**.

Our samples for Spring **have** been on the road for some time.

Orders so far indicate a large increase in our trade for the coming season.

Values, designs and colorings are right.

Prompt delivery of Spring orders is assured our customers.

Wait for our Travellers, they are  
coming your way soon.

THE  
**EMPIRE CARPET CO.**

# *The Guelph Carpet Mills Co.*

Limited.

FINE BRUSSELS, WILTONS,  
and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

**The Guelph Carpet Mills Co.**

GUELPH, ONT.

LIMITED



**CARPETS AND CURTAINS—Continued.**

to any other cause. He said that in 1874, when the late Michael Nairn commenced the manufacture of floor oilcloths in an humble way in the place, that Kirkcaldy was only a small town with an "assessable rental" of about \$75,000. To-day it is a city of possibly 60,000 inhabitants, and draws taxes on property valued in the millions.

The oilcloth works which were started in 1874 are now the gigantic linoleum and oilcloth works of the M. B. Nairn Company, with the oldest son of the late Michael Nairn as president of the corporation.

Besides this house, there are at present five large works in the city, all of which are engaged in the manufacture of oilcloth and linoleum. Three of these were included in the recent big combination which was effected a couple of months ago.—Carpet and Upholstery Journal.

**THE TENDENCY IN ENGLISH DESIGNS.**

In discussing the Kidderminster carpet trade during 1899, The Kidderminster Shuttle says: "There has been a distinct increase in the demand for the best brussels and wiltons, and it is believed that these goods, on which the home market has so much depended in the past, have come once more into favor. We hear of several tapestry manufacturers and makers of other floor coverings having issued increased price lists, and makers of brussels and wiltons ought, and no doubt soon will adopt a similar policy.

"Some of the larger manufacturers of axministers declare



A NIGHT TRIM OF LACE CURTAINS AND RUGS,  
at the Store of Hewson & Co., Cobourg, Ont.

that this year has been with them the best on record. This may not be taken as representing the average axminster trade, although it is quite true that more carpet has been cut up than in any previous year. The best qualities have quite held their own, and it is in the medium and cheaper classes that the increased volume of trade has been noticeable. This has been the feature of the home market. Shippers have reported some increase of trade with foreign countries, and altogether the year has been a satisfactory one.

"A steady trade has been done in rugs. The question has been asked: Why do not our manufacturers make an endeavor to compete with the makers of the expensive Eastern and French Aubusson carpets, and so cultivate a really high-class trade? One answer is that such endeavors on a limited scale are being made in some quarters which are being attended with a certain amount of success.

"There is not much that is new to be said with regard to carpet designs. Not that our designers are lacking in originality and public spirit, for many striking and novel designs have been put on the market, but, after all, the education of the public taste is a slow process, and it is found that the best selling patterns run very much on the lines of the chintzes, Persians, and the conventional treatment of floral designs. For some time past, however, there has been a growing demand for soft self-colors, and a tendency in the direction of French characteristics."

**THE WEAVERS' STRIKE IN THE UNITED STATES.**

The prolonged strike of the weavers of upholstery goods in the United States has become alarming; the strikers have been out over three months and there seems no prospect in sight for a settlement. The weavers, knowing the mills were overwhelmed with orders for Spring, took advantage of the situation and demanded more pay, besides an adjustment of mill regulations. Both sides are obstinate. The weavers had been receiving advanced pay, but demand more. The manufacturers say the strikers' demands are beyond reason and that they will keep their mills closed a year before they will yield. The market has been depleted of salable goods and buyers are seriously alarmed at the prospects of getting their usual Spring supplies. Even should the strike be declared off now, the manufacturers will not be able to more than half supply the orders already on their books. Manufacturers are declining orders at any price until the weavers get to work again. Here, in Canada, we are not so badly off, for the new upholstery plant of George H. Hees, Son & Co., at Valleyfield, Que., is running full blast and turning out lines of beautiful tapestry and chenille curtains, draperies, table covers, portierres, furniture coverings, etc., that were formerly imported from the United States. And right here we see a direct example of the benefit we get by encouraging home industry: Every year sees Canada more independent of other countries, as factories are springing up in our midst and supplying goods that were formerly imported. Keep up the good work and encourage home industry whenever it is consistent to do so.

**CARPET TRADE NOTES.**

A new fibre has been found in Brazil which is believed to make a substitute for jute. The threads are long, strong and will resist the action of water. It is to be tested in England.

Velveteen is a durable fabric for wicker chair cushions. Being cotton, moths do not disturb it, and its dyes and textures are almost wearproof. Cretonnes in colors and patterns

# Toronto Carpet Mnfg. Co., Limited



INGRAINS

AXMINSTERS

SMYRNAS



**CARPETS AND CURTAINS—Continued.**

of old tapestries are always pretty, and if a good quality is used will last a long time.

There is a great display of curtains this month. The new importations which The Brock Co., Toronto, have put into stock include lace curtains of all makes. A larger display in this line is being made than ever before, and a very extensive trade is being done in them. Some special numbers for retailing at popular prices are being shown to close buyers. Curtain materials of all kinds, including art draperies, muslins, cretonnes, sateens and similar fabrics are in great profusion this season. This firm have secured some snaps in white quilts which are being quickly taken up by the trade.

In lace curtains and curtainettes, say John Macdonald & Co., values are better than last year. In carpets, a strong range of wilton velvets, including 54 in. widths in pretty colorings, is shown. Paper patterns of an extensive range of 4-yard wide linoleums can be had by any dealer who sends an application by mail. There are some pretty things in tapestry and chenille curtains, oriental and roman stripe effects being a feature. Some 3½-yard lace curtains, to retail at a very low price, are shown just now. The department also carries different widths of coco matting for the use of churches, and also a range of church carpets, samples of which can be sent at any time. Repeat shipments of moquette mats and rugs in fancy designs have been received.

**COLONIAL BLEACHING AND PRINTING COMPANY**

Another stride has been made in the advance of the cotton industry in Canada, by the completion of the new Colonial Bleaching and Printing Company's works at St. Henri, Que. These mills are known as converting mills, and deserve the support of the trade in that they supply a want which has been felt for some time past. They will bleach, dye and print grey cotton bought in the open market in England, United States or Canada, and taken to them.

The works at St. Henri, of which cuts appear in our January Special Number, consist of a main building and two wings. The structure is of solid brick with stone foundation, and its dimensions are: main building 412 x 62 ft., right wing 180 x 62 ft., left wing 150 x 64 ft. The mills cover five acres of ground, and two acres additional have been secured so that in case the cloth required should not be obtainable the erection of a cloth mill would be possible in connection with the other buildings. The company expect to begin operations about March 1, when goods will probably be ready to be shown. About half of all the machinery is now in position, and all haste is being made to have everything in working order by the early Spring.

**FANCY PARASOLS.**

Representatives of The Irving Umbrella Co., Limited, are now on their respective routes with a full line of up-to-date fancy parasols. From orders now on hand, the indications are that this will be the largest fancy parasol season in many years, and, as they carry a complete range in their showroom, they are always pleased to receive a call.

Some of the latest designs shown are fleur-de-lis, hem-stitched, and tucks, in rows of three, four and five, also frills and 20-inch plain. The leading feature of many lines is the colored enamel stick to match the goods.

**OBITUARY.**

THE LATE HENRY HILKER, OF PORT ELGIN.

WE record, with much regret, the death at Port Elgin last month of Mr. Henry Hilker, one of the pioneers of that district and a man who filled a useful and honored place in the community.

Mr. Hilker was born in Germany in 1824. When young he accompanied his father to Jamaica. In 1837 they came to Canada and settled in Waterloo county. From a sketch of his life published in The Port Elgin Times, it appears that his early years were spent at first in business and then in farming. In 1852, when the settlement of Bruce was beginning to take place, Mr. Hilker sold his farm and removed his family to the new region which offered more openings to his energy. "It is doubtful," says the chronicler, "if there would be such a place as Port Elgin to day were it not for the spirit of enterprise displayed in those early days by Mr. Hilker and other residents of Waterloo who came shortly afterwards." He began in the shoe business, and later the firm of Ruby & Hilker was formed. The house was known all over Bruce county and far beyond. It engaged extensively in grain buying, and the volume of business done equalled that of any firm in Northwestern Ontario. To day, Hilker & Co.'s is one of the leading stores in Port Elgin. Mr. Hilker also went in largely for building, and many fine structures in the town were planned and carried out under his direction. He was a public spirited citizen, and often filled prominent positions in the municipal councils, and interested himself in the development of the district. "It will," says The Times, "be a long day before the name of Hilker is forgotten in Port Elgin." The deceased gentleman, who had been in poor health for several years, left a widow and 10 children surviving. The latter are: Messrs. A. Hilker, H. E. Hilker (reeve of Port Elgin), Bismarck, Charles and Elijah; Mrs. Macdonald, Guelph; Mrs. Wyld, Wetaskiwin, N.W.T.; Mrs. Thomson and Miss Helen. There was a large attendance of friends at the funeral to pay the last tribute of respect to a worthy citizen.

**LADIES NECKWEAR.**

This department has now become quite a feature in all well-appointed retail stores where they cater to a good class of trade.

For the Easter trade, the latest thing will be soft, fluffy chiffon, trimmed with narrow silk fringe. The shapes in this, now shown in New York, are many, but the most popular is the Windsor and the made-up shapes, made to imitate a well-tied Windsor, and the best color will be white, trimmed with white or black, and pale shades, trimmed with white.

Travelers from New York are showing some very nice collections of these goods, the difficulty being that, as they are all made from French cloths and trimmings, which pay a very heavy duty coming into New York, it makes the price prohibitive when the Canadian duty on goods coming from New York is added, and intending buyers will find the Canadian manufacturer now showing as good, or better, range in variety and style as the best New York maker, and at prices which will save the purchaser the duty and more.





## NEW GOODS IN WHOLESALE TRADE.

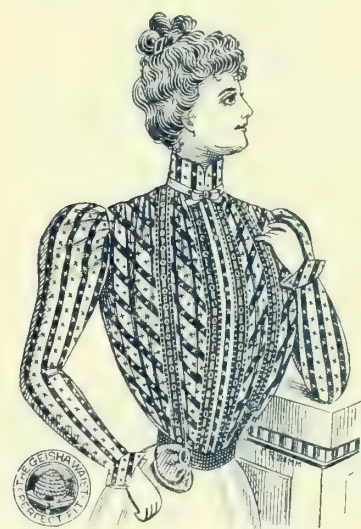
**JOHN MACDONALD & CO.**

**T**HE dress goods season is proving an active one. In figured black crepons this firm are showing a line (No. 1110 X) to retail at \$1.25, which is especially good. A black wool and mohair figured (No. 522) will retail at \$1, while the whole range of figured blacks is full of the latest designs. In better class goods, such as silk and wool mixtures, two lines (No. 542 and No. 536) are very attractive and will retail from \$1.25 to \$1.75. A magnificent line of black silk grenadines, in stripes and checks, includes goods to retail from 80c. to \$2 per yard.

In plain costume cloths, one (No. 0433) retails at \$1, and there is a range of 20 shades including the new Spring colorings, greys, fawns, browns and tans. A pretty fabric

which is proving a good seller is a French poplin (No. 0439) with a small silk lover's knot design. Another novelty is a silk back 'covert cloth for tailor made costumes, the silk back doing away with the lining. A line of 48-in. worsted costume cloth (No. 427), in a variety of colorings, will retail at 75c. Seabelle serges, black and navy, are selling freely. Black lustres and mohairs do likewise.

In silks, and in this department John Macdonald carry a large stock, five lines of new



FRANKENTHAL BROS., NEW YORK.  
(Geisha Waists.)

blouse materials in beautiful coloring for 50c. retailing are just in. Their two special numbers of black 'peau de soie' (014 and 016) for \$1 and \$1.25 retailing are specially good things. There is also a big range of colored taffeta silk, and a good stock of white and cream satins.

The approach of the millinery season renders interesting the immense stock of white, black and cream brussels nets, mechlins, and point d'esprit nets. Black and colored ribbons in all widths from 3 up can be had, and the range of laces is complete, including vals, torchons, black silks, cream silks, also all-over laces in light and heavy makes. A new shipment of veilings is just in, and a complete range of chiffons.

The men's furnishings department have just received a large lot of handkerchief ties with the handkerchief border, blue, green, etc., with new white designs.

They are showing cashmere half-hose at the old prices, which are less than manufacturers' prices for orders placed to-day. A special line of braces for 25c. retailing can be had now, as well as two specially cheap lines in men's rubber coats. Silk front shirts are having a big sale and a full line is shown.

A few hundred dozen seconds in black cashmere half-hose have just been secured which can be profitably retailed at 20c. A line of seconds in linen handkerchiefs (to retail two for 25c.) is being jobbed.

About 50 different styles of belt buckles are shown for this season, including jet, steel, enamel and plain gilt. Jet belts to retail from 35 to 75c. are being sold, and there is a large range of pearl mantle buckles, smoked and white, which are good Spring property.

The print trade this season has excelled former years. There are some stylish new patterns in cashmere effects, large checks, a large striped-check which has been a successful seller, and the new purple blue ground with a lover's knot pattern. Some new patterns, not yet shown, are expected in shortly.

**McINTYRE, SON & CO.**

This firm draw attention to their large and well-assorted stock of household linens from the most reliable makers. Many of these lines are offered at old values, but, as the linen market is at present developing a strong upward tendency, the present rate of prices can only hold on present stock. A word to the wise is sufficient.

The dress goods department is experiencing the busiest season known for years, the demand extending over a large variety of styles. High-class black goods are in favor with shrewd buyers, and high-class fancies always attract the attention of those who have an exclusive trade to cater for. There are many lines of black goods which were contracted for before recent advances.

In the cotton and wash goods department, new goods are being received and shipped daily. Printed muslins, dimities and orgrandies, printed spot and embroidered muslins, silk weft zephyrs, mercerized printed lawns, sateens and foulards, mercerized plain sateens and italians are among the many lines already added to this department. Every pattern is new this season. White goods are in such variety that space will not allow a detailed description. Imported zephyrs in variety, in colors which can be depended upon.

The smallwares of Kirby, Beard & Co. are the best known for quality and moderate price. Silks, velveteens and velvets are shown in variety. Ferguson's percalines and linings are sure to be wanted for Spring trade. They are the best.

In the kid glove department, suede gloves are shown as leaders for the Spring trade. The latest styles and shades are here in a variety of prices. White kid gloves are still in demand for good class trade, and are sure to be scarce in desirable lines before the season is far gone. Buyers should see that they have enough to supply a fair demand. Latest advices from Europe indicate strong advances in the near future, in addition to those already put in effect.

### BRAMPTON FIRMS DOING WELL.

Though near Toronto, the Brampton merchants are not much concerned about city departmentals. The Brampton firms carry fine stocks, and hold the local trade well.

Geo. R. Anderson & Bros. have just finished stock-taking. They have, during the past year, done a larger volume of business with more satisfactory profits than ever.

T. H. Shields & Co. have just doubled the size of their store by securing the adjoining store on the east side. To this large store has been removed the ready-made clothing and men's furnishings department. To this department has been added that of ordered clothing. Shields & Co. have been doing an ever increasing business since first opening in Brampton, and last year proved more successful than ever.

# Bobbinet Ruffled Curtains,

— THE POPULAR  
WINDOW DRAPERY.

DURABLE, ARTISTIC,  
INEXPENSIVE.

Nothing like them for —

**B**EAUTY, GRACE,  
and ELEGANCE.



## WE MAKE THEM

In a variety of styles and patterns in plain or spot nets, and can fill orders for special sizes promptly. Prices range from **\$1.65 to \$5.50 per pair.**

The illustration shows one style of draping. This effect is obtained by using the "Parisian" **DOUBLE ROD.** For other designs see our Illustrated Catalogue, which we will send on request.

*Don't Fail* to see our display of *Bobbinet and Lace Curtains, Laces, Allovers, Nets, Underwear, Linens, etc., etc., when in the city.*

## PRIME & RANKIN,

22 Front Street West,  
TORONTO.

## The "Beaver Brand" Macintosh

*This is What Our Customers  
Say :*

"Never had **Macintoshes** that gave such satisfaction as the '**Beaver Brand**'."



*Have You Tried Them Yet ?*

If not, begin the new century with Macintoshes that will give the **greatest** SATISFACTION to **you** as well as to **YOUR customers**

*The BEST and CHEAPEST MADE or SOLD in Canada.*

You can get them until May 1st at the present prices.  
Write us if our traveller does not call on you.

**The Beaver Rubber Clothing Co.,** 1490 Notre Dame St.,  
Montreal.



## A QUESTION OF IMPORTANCE.

ADVANTAGES TO BE DERIVED FROM CONFIDENCE BETWEEN  
RETAIL AND WHOLESALE MERCHANTS.

UNLESS confidence exists, harmonious business relations cannot follow. This may be set down as an established fact, and one that no one entrusted with the dispensing of credits will attempt to gainsay. Unfortunately, however, sometimes on account of delicacy on the part of the wholesaler in asking for it, sometimes on account of unwillingness on the part of the retailer to extend it, this confidence does not exist, and, in consequence, misunderstandings arise and losses ensue that might otherwise have been avoided.

No reasonable merchant, no one who professes to conduct his business upon business principles should refuse to give a statement of his financial position, should any occasion arise that may call for such a request from those who are supplying him. A merchant who refuses to give a statement must do so for one of two reasons—firstly, because he is really absolutely independent, or, secondly, because he is not, but would like to appear so. Any debtor who asks a favor in the way of a renewal should not object to give his full confidence when it is asked for. He should rather be willing to make the fact of his asking a renewal the occasion to give it without solicitation. Unfortunately, in many instances this is not the case, but, on the contrary, confidence is refused, and very often brusquely, even in instances where repeated renewals have been given freely and without inquiry. Merchants do not seem to look upon merchandise purchased from the wholesaler as so much cash advanced, but as something of lesser value, and yet, if appealed to by their own customers for credit or an extension of an account already overdue, they would, if business men, carefully investigate before acquiescing.

A merchant who knows he is in a good position financially, and has always met his bills promptly, may, perhaps, feel hurt at inquiry being made as to his standing. Occasion may, however, call for this by the fact that his account, which has never exceeded, say, \$1,500, has recently increased to \$3,000, or because, owing to peculiar circumstances, he has asked for regular credit terms, whereas in the past he has always taken his discount. In such cases, or others of a similar nature, confidence when asked for should be given and given freely, so that a basis of understanding may be reached whereby further accommodation, if desired, may be extended without doubt or anxiety on the part of the wholesale merchant.

All transactions in business should be straight and above board. No merchant should act or write in such a way as would intimate he has anything to conceal, much less should he assume an independent air when favors he may have received at the hands of his suppliers have perhaps been the means of carrying him over rough places financially. A retailer approaching a wholesale house for credit, or asking for renewals, should assume the same attitude as towards a bank from which he is borrowing money. He should be prepared to show his hand and say, "Here is the security I have to offer for the favor I am asking." Unless this is done, confidence cannot exist, and without confidence there can be no feeling of security. The wholesale houses in Canada are most liberal in all dealings with their customers. Let that liberality and leniency be rewarded by the utmost frankness in all dealings, by the interchange of confidences and by the evident

desire to give rather than withhold any reasonable information that may be required. This system properly conceived and faithfully carried out would in a very short time exercise the most wholesome influence upon the wholesale trade and make many transactions a pleasure that must otherwise be classified under a different heading.

J. FRASER MACDONALD.

## UNSHRINKABLE UNDERWEAR.

The makers of the "Wolsey" unshrinkable underwear have had letters and correspondence from all parts declaring that these shirts are what they purport to be, i.e., goods that will not shrink under any circumstances whatsoever. All kinds of goods are constantly advertised as being unshrinkable, and are found wanting upon trial. The company are willing to make any guarantee that these shirts will stand anything—except the use of pernicious chemical stuffs. Even soda has been tried, and the goods have come out uninjured. This is not due to any one particular shirt. Any shirt which is all wool, under the same process, will stand equally well. The underclothes are all stamped with the trade mark. The proprietors state that they have been offered large sums by English houses for the privilege of selling their goods with the mark removed; but they have refused. They have been selling these goods for 15 months in the Old Country, and none have been returned. The wool retains its elasticity under all conditions. Most of the leading houses here are handling the goods, and they have already been on sale for about one year. The invariable report has been that after boiling, and other test treatment, the garments have come out exactly the same size as before. Another thing is that this process does not destroy the wool, nor make it in the least injurious to the most sensitive skin.

## PREPARING FOR SPRING.

Boulter & Stewart have now ready for the coming openings, all the latest novelties from Paris and New York in tailor-made suits. The most popular jacket this season will be the Bolero or Eaton, worn pointed in front. Also many are made with aplica of velvet and fancy braided or worked with taffeta.

There is steady demand for homespuns, and same will be largely worn in the light and dark greys. Plaids for separate skirts are still in demand, and will be good sellers with the ever-popular shirt waist.

Silk blouses are to be the fashion for early Spring, and the new designs are very pretty, all being trimmed with lace and fancy aplica. For later wear the white pique skirt and blouse will be the leader. The pique collar on blouses has been pronounced a success and looks specially well worn with pique skirt.

Boulter & Stewart are making great efforts to fill orders promptly for these goods and state they are sold up until April. Their showrooms are fitted up with the idea of comfort for their patrons, and you can see a large assortment in a few minutes. A call will repay you.

The Canadian Rubber Co. and The Toronto Gutta Percha and Rubber Co. have notified the trade that, beginning February 1, a 5 per cent. advance will take place in the prices of rubber belting, packing, hose and mechanical rubber goods, owing to the advanced prices paid for crude rubber, cotton fabrics and other ingredients.



MANUFACTURERS OF

*All Wool and  
Union Fannels.**Tweed, Serges &c.*A.H. BAIRD,  
SEY TRESH. STROUD,  
MAN.

*The Paris Hincey Mills Co.*  
*Paris, Ontario*

## The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

**W. A. BAKER** 43 St. Sacramento  
Street

Manufacturers' Agent,

**MONTREAL**

Representing: KRAMERSCH, WERTHEIMER & Co., Bradford, England, Hosiery and  
woolens. FRIEDRICH & FULDA Plauen, Germany, laces. HESSAL, COLLADAY  
& Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and  
upholstery goods. STANFELD BROWN & Co., Bradford, Eng., carriage cloths,  
meltons, etc.

**R. FLAWS & SON** Manchester Bldg., Toronto  
Melinda St.  
Dry Goods Commission Agents.

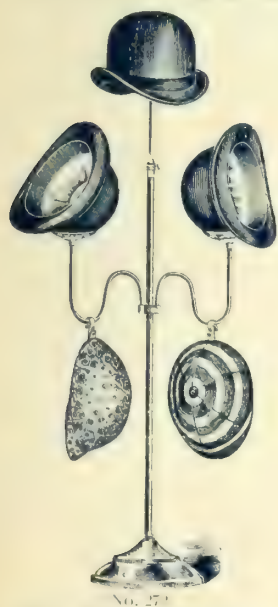
Representing: WM. SIMPSON SONS & Co., Philadelphia, Pa.,  
Prints, Linings and Draperies.  
CARTWRIGHT & WARNERS, Limited, Loughborough, England,  
Hosiery and Underwear  
D. SANDEMAN & Co., Leicester, England,  
Yarns and Weaves

**A. ROLAND WILLIAMS** Manufacturers' Agent,  
Room 509 McKinnon Bldg  
19 Melinda St., Toronto  
Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens,  
Felt Hats, Dress Trimmings, Canvas, etc.



## Buy your STORE and WINDOW FIXTURES

direct from manufacturer and save middlemen's profits.



No. 273

Triple Hat Stand, adjustable 26  
quart. 6 in. base, nickel plated.



No. 274

No. 274



No. 275



No.

**Toronto Brass Manufacturing Co.,**

SEND FOR CATALOGUE AND PRICES.

93 Richmond Street West, TORONTO.



# 

**TORONTO and MONTREAL.**

THE MONTREAL COTTON CO., of Valleyfield, is always to the fore in the manufacture of goods to suit the changing demands of the trade. During the last few seasons dress fashions have varied with great rapidity, and the consequent introduction of new linings, or old ones under new names, has made it difficult to keep pace with the requirements of the dressmaking trade generally. That the M. C. C. should have accomplished this successfully is due largely to the extreme watchfulness of their selling agents, Messrs. Stevenson, Blackader & Co., and their readiness to acknowledge the advantages of any novelty introduced, whether English or foreign, and to adopt it immediately, so that it can be placed before the trade in time to head off importation. The very large additions to their works, which are now about complete, ought to enable them to make prompt deliveries, but we unhesitatingly advise merchants to

**ORDER EARLY.**

Our large contracts for special cloths enable us to make interesting quotations.

C  
A  
N  
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D  
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A  
N

**LININGS**



**The W.R. Brock Company,**  
(Limited)

**TORONTO and MONTREAL.**

**MAGOG**

**PRINTS**

These goods year by year become a greater feature in the trade.

Our

**33**

travellers are now on their various routes with full lines of samples. One specialty is our enormous range in the

**HHH**

extra heavy wide cloth, consisting of over 300 patterns, two-thirds of which are our own exclusive designs.





## Clothing and Woollen Trade.

### THE CANADIAN TRADE.

CANADIAN woollen buyers have not yet returned from the other side, but their reports to importing firms here are that the market continues firm. As to conditions here, the ordered tailoring trade has been good, as well as ready-made clothing. In the case of sales of cloths to merchant tailors, there has been much activity in orders for worsteds, owing to the heavy advances in price. It is believed that cheap worsteds will give way this Summer to serge suits, which is a slightly cloth and always more or less popular.

The Crown Clothing Co., Limited, Toronto, has been incorporated with a capital stock of \$40,000.

Stanger, of Fredericton, has a fine merchant tailoring establishment. The store has recently been completely renovated. Hardwood floors have been laid and the walls have been covered with narrow, beaded sheathing, and painted a glistening white. In keeping with modernized tailoring establishments, Mr. Stanger has discarded the old-fashioned counters, and now displays his fine and varied stock of cloths upon tables. The main store is separated from the cutting department by an archway hung with rich portieres, the business office being in the front store and separated from it by a handsome balustrade.

The Stratford Clothing Co., which it was announced would move to Toronto, have decided to remain in Stratford.

Oak Hall, of Toronto, had a patriotic window that was almost an obstruction to travel at Yonge and Adelaide streets, so great were the crowds that surrounded it. Oom Paul was the central figure. He sat, life-sized, smoking a long pipe over a keg of gunpowder. A real Maxim gun was aimed at his head. The Boer flag lay at his feet, and converging on him were mounted and unmounted soldiers in uniforms similar to those made by Oak Hall for the second contingent. A large card announced that subscriptions received at the store for the Patriotic Fund will be acknowledged. The Sanford Co. have been turning out a great many uniforms for the Canadians ordered south, and have been doing it with great speed as well as thoroughness.

An English firm of manufacturing clothiers have been showing some samples which give an idea of what English styles are. A natty line is in the American blouse suits, better known, perhaps, as the Boston suits. This has a broad box pleat down the centre, embroidered in a neat fashion. There

appears to be anticipated a large demand for the three garment suits for youngsters. These, with a fancy silk spotted or dashed vest, are to be seen in all the houses in profusion. A novel line in this particular style has a broad collar, fastened to the waistcoat, with a small embroidered pattern at each corner; but the novelty lies in the foreparts. These are very tastefully embroidered, and present a unique appearance. No great contrasts are shown in the colors of the embroidery and the cloth, as this would not at all enhance the novelty, but all are subdued in hue, and are certainly worth a more than casual inspection from the buyer. This firm are also showing a smart line of juveniles in fancy chevots, of what is known as the herringbone pattern.

Mr. Justice Davidson rendered judgment at Montreal last month in the suit of Vineberg & Co., wholesale clothiers, against The Dominion Woollen Mills Company, dismissing the plaintiff's action with costs.

The action was for \$10,962.50 for damages alleged to have been sustained by plaintiff, through failure of the company to fill certain orders given in January, 1897, for future delivery, of about 40,000 yards of frieze. Delivery was to be made by June, and terms of payment—spot cash on delivery.

The defendants pleaded in effect that after beginning to manufacture for plaintiff, the goods in question, the plaintiff represented that they would not be able to take and pay for in cash the quantity of goods mentioned in the orders, and that the orders were cancelled and arrangements made by which smaller quantities of goods were to be manufactured and delivered to plaintiff as required.

That the company cancelled the original orders in the books and manufactured and delivered to plaintiff, certain quantities of goods, which the plaintiff failed to pay for in cash, as delivered, and that plaintiff made no provision for the sum of \$25,000 required to pay for the goods on June 1, and did not take any steps to put the company in default to make any delivery.

That the capacity of the company's mill was sufficient to manufacture the quantity of goods for which they had orders.

The judgment upheld the pretensions of the company upon all the points raised by them and dismissed the action with costs.

Says London Fashion, discoursing upon men's ordered clothing: "The 'Raglan' is to-day being made in almost every conceivable cloth and shade. The coat itself seems to be as popular as ever, and my advice to those about to order a new 'Raglan' is not 'don't.' Nor is it, at the same time,



# YOU CAN'T TEAR THE POCKETS OF OUR CLOTHING



**F**ROM start to finish our clothing is made to wear, and thoroughly up-to-date as regards fit and finish. We have many new customers each season tell us they had no idea how much superior our stock and assortment was to the goods that they have been buying for many years.

They discover, to their surprise, that they have been utterly blind to the fact that they could have bought clothing better adapted to the needs of their business than by adhering to the old methods and buying from the same firms season after season.

Would this be your experience also?

What risk do you take in looking at our goods and comparing prices?

Do you want to see our \$3 50, \$4 50, \$5 00 and \$7 00 lines of Spring Suits? If so, a post card will either bring one of our travellers, or we will send you at our expense sample garments.

## M. SAXE & SONS

Wholesale Manufacturers of Popular-Priced Clothing

Corner St. Peter and Lemoine Streets,

 MONTREAL



# JAMES CORISTINE & CO., Limited

Manufacturers and Importers of

## HATS, CAPS AND STRAWS

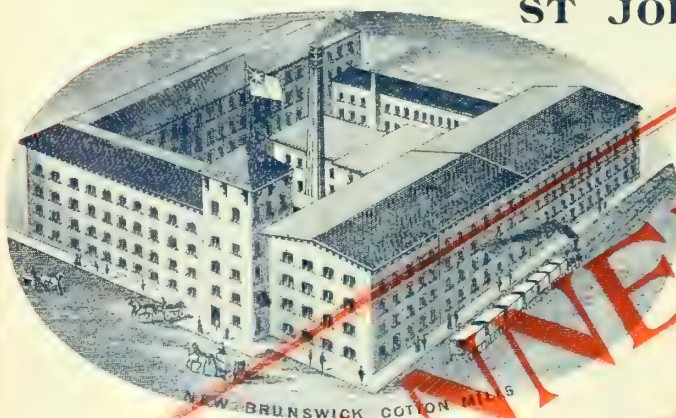
SPECIAL Values in newest  
American Shapes.

469 to 477 St. Paul St.,

### MONTREAL

# W.M. PARKS & SON, Limited

ST JOHN, N.B.



NEW-BRUNSWICK COTTON MILLS



ST JOHN COTTON MILLS

**Cotton Spinners,  
Bleachers, Dyers  
and Manufacturers**

Flannelettes, Fannelette Sheetings, Domets, Saxony, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

**Agents**

J. SPROUL SMITH, 30 1/2 Yonge Street, Toronto.

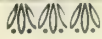
DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS  
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

# Kirk's Patent Hat and Cap Rack



displays more goods, and to better advantage, in less space than any other! In fact, it takes up no space, as it is suspended from the ceiling and may be placed over a table, counter, or floor space. It is artistically and tastefully gotten up, and shows hats, caps, ties, collars, cuffs, furs, socks, shirts, underwear, etc., in the most attractive manner. It is especially well adapted for showing hats and caps. It keeps goods in nice shape and facilitates the selling of them. Made from 6 feet to 16 feet long.

DROP A CARD FOR CIRCULARS AND  
ALL INFORMATION TO

E. J. KIRK, - Bracebridge, Ont.

**PURE WOOL**  
**OXFORD TWEEDS**

**ARE** clean ~ contain no old rags ~ just pure wool. ~ Colors bright. Look well until worn out. Wear a long time. Not too expensive. ~ ~

*Ask for the*  
**GENUINE OXFORD**  
*Made only by*  
**Oxford Mfg. Co. Limited**  
*Oxford, N.S.*

**NISBET & AULD**  
TORONTO

Western  
Wholesale  
Representatives.

# The Goderich Knitting Co., Limited

# SELL



Their perfectly made, reliable  
"Maple Leaf" Brand Hosiery



# Direct to the Retail Trade

THROUGH THEIR AGENTS

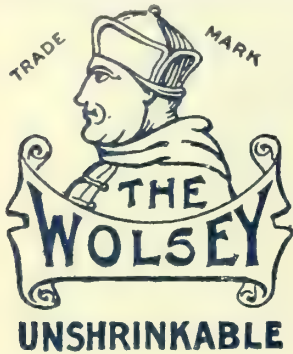
The Richard L. Baker Company, 28 Wellington Street . . . Toronto.



## The Wolsey

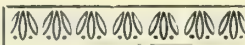
### Unshrinkable

### Underclothing



Registered in Canada.

TO BE OBTAINED FROM ALL THE  
LEADING WHOLESALE HOUSES.



GARMENTS  
BEARING  
THE  
"WOLSEY"  
TRADE MARK

Will not shrink.  
Will not thicken nor  
felt.  
Will retain their soft-  
ness and elastic-  
ity.  
Will not irritate, nor  
have they under-  
gone any treat-  
ment rendering  
them injurious to  
the skin.  
Wolsey Garments are  
English made.  
Wolsey Garments are  
All-Wool and thor-  
oughly hygienic.



THE BURLINGTON LAUNDRY,  
RIGAUD ROAD, FULHAM, S W., 20th Dec., 1898.

DEAR SIR,

We have washed one of the vests called "Wolsey," whilst the other was kept to prove the shrinkage of the washed article. We have washed and rewashed the article many times, and there is no appreciable difference in the size when compared with the unwashed article. It was put into the boiling water, and into water which contained soda, and in every way treated very badly, but it has now come out, after all these trials, exactly the same size as that which has never been in water.

Yours truly,  
THE NEW BURLINGTON TROY LAUNDRY CO.,  
J. E. Hunt, Secretary.

## Our Specialties

### Spring, 1900

MEN'S BLACK AND BLUE

## Worsted Suits

and....

## Whipcord Overcoats

~ SPECIAL VALUES ~

THE **G. A. THORPE** MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

**TORONTO**



DECEMBER 31 we closed the door of 1899, after the  
greatest volume of business we ever did in one year.

THIS MONTH we open the door of 1900 with the  
same success-bringing lines.

## TIGER BRAND

UNDERWEAR, PLAIN AND FLEECE-LINED

Our samples  
are now in  
agents' hands

## Eiderdown Specialties and Shoe Linings

Ontario  
J. E. McCLUNG

Quebec  
P. DE GRUCHY

Mar. Provinces  
J. A. MURRAY

Manitoba  
A. L. GILPIN

B. Columbia  
N. J. APPLEBY

The Fleece lines made by us are ac-  
knowledged by all careful buyers to  
be the best value ever offered.

## THE GALT KNITTING CO.

GALT, ONT.

Limited

**CLOTHING AND WOOLLEN TRADE.—Continued.**

a particularly pressing 'do,' for I have an idea that the overcoat for 1900 will be more of the Chesterfield build, with 'Raglan' pockets, certainly, but with a velvet collar, and a less cape like hang from the shoulder. The ordinary 'Raglan,' however, in drab or light grey herringbone for traveling or morning wear, and in dark grey for evening dress (satin-lined in this case), wants a lot of beating as a coat to possess among others. Made of a waterproof material, it is an ideal coat for wet weather. Indeed, the 'Raglan' was originally a waterproof overcoat, and had its birth, I think, at the establishment of a Regent street tailor, who gave it a long name I never can remember. So many tailors claim to have started the 'Raglan' that I refrain, for the sake of peace, from mentioning the name of the Regent street firm in question. The 'Raglan,' if not too long, and if made liberally and with a long slit up the centre of the back, is by no means a bad coat for riding in. It is best, though (particularly for your horse), when riding in wet weather, to have a real riding rain-coat, which is full enough in front and behind to act as a tolerably competent covering for the 'noble animal.'"

"A nice-looking overcoat for frock coat and evening dress wear is a dark grey (almost black) tweed, made single breasted, with plain or turned up cuffs, silk facings, and an all through black satin lining. This coat should reach down a little below the knee, so that it may cover the bottom edge of the frock coat. There is a mistaken tendency to make the coat too short, with the result that it is rendered useless for frock coat wear. The pockets are either of the usual kind, or, at the opening, are of the 'Raglan' type, but these are of the plainest make, and have none of that through stitching which, in the 'Raglan,' gives outside indication of the capacity of the pockets. The coat has neither side-slits nor back-slit; the seams are only very narrowly overlapped, while the hang, both in front and behind, is easy without being positively full. When the material is of a much lighter grey, there should be no silk facings. Silk facings to light color clothes are now almost as old fashioned as blue frock coats. The general design of the garment does not adapt itself to heavy material."

The same authority declares regarding costumes for golf: "There is no form of sport on the face of the earth less particular about a uniformity of dress than the sport of golf. It doesn't seem to mind in the least bit what its players wear, especially in the matter of leg-gear. Woollen stockings, folded over box cloth continuations (buttons right to the front, the same as on riding breeches), and brown or black boots or shoes—such, perhaps, is the most popular nether attire of the golfer. And there is variety of material even in such a small matter (small, that is from the point of visibility), as the continuation to the breeches. One kind is of box cloth, another is of the same material as that of which the breeches are made, a third is of melton, and a fourth is of buckskin—a very uncommon kind, this, by reason of its cost. Box cloth always looks well on account of its neatness and its sporting "tone," but it should not be attached to breeches of a dark shade, or it will give an odd and patchy appearance to the leg. In spite, however, of the general appropriateness of box cloth for this particular use, I think it will be pretty extensively admitted that most golfers prefer to have the continuations below the knee made of the same material as the breeches.

A new line of domet, sold at 7¼c., has been got out by The Canadian Colored Cotton Co., 27 inches wide.

**UNION OF ONTARIO WOOLLEN MILLS.**

The union of certain Ontario woollen mills under one management has, after protracted negotiation, gone through at last, and the new company is applying for incorporation as the Canada Woollen Mills, Limited. The new concern includes five mills, those of A. W. Brodie, Hespeler, the Waterloo Woollen Mills, the Maple Leaf Woollen Mills, the Lambton Woollen Mills, and the Hawthorne Woollen Mills. The capital stock is \$2,000,000, of which \$800,000 is subscribed. No stock will be offered to the public, it all having been subscribed by the mill owners and by private subscription. The president of the new company will be Mr. W. R. Brock, Toronto; the vice-president, Mr. A. W. Brodie, Hespeler; while Mr. John M. Morley will superintend the management of the mills. The selling agents of the united company will be Millichamp, Coyle & Co., Toronto. The provisional directors will be Messrs. Brock, Brodie, as already mentioned, and Mr. G. T. Benson, Montreal; John M. Morley, Waterloo; Timothy Eaton, Toronto; and R. Millichamp, Toronto.

**NEW RACK FOR STORES.**

A store fixture of utility has been patented in Canada of considerable interest to dry goods stores. It is called Kirk's patent hat and cap rack, but is equally adapted to the store display of such lines as ties, scarves, laces, furs and fancy goods. The rack is suspended from the ceiling and can be made any size. It is not expensive. Particulars can be had of the patentee, Mr. E. J. Kirk, Box P., Bracebridge, Ont., as a circular, illustrated and with full details, has been issued.

**DRESS GOODS MATERIALS.**

An European manufacturer, writing to a Canadian customer about fine lines, said that considerable advance would yet take place before the price of fine merino wools is met. The wool sales now on have shown a slight decrease in merinos (with crossbreds firm) but not enough to satisfy makers of fine cloths.

One of the leading Canadian cotton companies has notified the trade that in future the freight charges on goods for Fall, 1900, would be paid by purchasers instead of mills as in the past.

Mr. A. W. Cochrane, of Montreal, sailed for Europe on January 4. He will visit London, Manchester and Paris, in the interest of The Colonial Bleaching and Printing Co., Limited., who have recently erected very extensive works at St. Henri. He will be absent about six weeks.

Messrs. Brown, Graham & Co., 37 Glassford street, Glasgow, are supplying to the wholesale trade "The Absent-Minded Beggar" handkerchief. Imprinted on it is a map of South Africa and portraits of Her Majesty the Queen, and Lord Roberts, also, by permission, the poem, with music. One penny per dozen on what they sell goes to the Kipling Fund for soldiers' wives and families.

Adolph Rosenthal & Co., manufacturers and merchants, London, England, have issued illustrated sheets of their latest productions in corsets, ladies' skirts and blouses. Specimen circulars are also enclosed, and, in order to bring any selected numbers before the trade, they are prepared to supply merchants with such circulars, illustrating and describing each individual corset, skirt, or blouse, at a nominal price of 1s. 6d. per 1,000 for paper, quality No. 1., and 2s. per 1,000 for paper, quality No. 2., the merchant's own name and selling price to be printed on them as desired.



# The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty  
Tailor-Made Skirts and  
Jackets

Men's Negligee Shirts

Top Shirts

Whitewear of every description

Overalls and Jumpers  
a specialty.

E. Pelletier, Manager, Fraser Building,  
MONTREAL.

## It Has Been Our Constant Aim

to place before the people of Canada a first-class article, neat in design, of fast colors, and manufactured from pure wool only. Our expectations have been more than realized, showing that the trade in general are weary of shoddy and cotton mixtures.

Our personal guarantee of the quality is on every piece of goods that we turn out.

WE MANUFACTURE:

Overcoatings  
Venetians  
Overcoat Linings  
Whipcords  
Scotch Suitings

Serges, Fancy  
Vestings  
Dress Goods  
Steamer and  
Travelling Rugs  
in tartan and other designs

ALL MADE FROM PURE WOOL.

Our travellers are now out with a complete range of Fall designs and any who have not seen our goods, if they will please notify us, we will have them call upon you.

## BOYD CALDWELL & Co.

Clyde Woollen Mills, LANARK, ONT.

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and

**TAILORS'**

**... TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY  
J. R. SMITH

## MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

# John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.



## Woollens and Tailors' Trimmings

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

The following are some of the  
firms who will handle our  
goods for spring:

A. E. Lees & Co., Vancouver, B.C.

A. Ferland & Co., Nelson, B.C.

J. C. Callender & Co., Hartney, Man.

Andrews & Co., Brandon, Man.

The Richard Co., Winnipeg, Man.

WARDROBE.

R. Masson, Ottawa, Ont.

WARDROBE.

Thos. Clark, Mount Forest, Ont.

John Maitland & Co., Smith's Falls, Ont.

Freize & Roy, Maitland, N.S.

Rogers & Shaw, Yarmouth, N.S.

Chase, Campbell & Co.,

Port Williams, N.S.

We want a few more. Write  
us for particulars.



*A. S. Campbell & Co.*

*Specialists in  
High-Grade Clothing.*

*Montreal.*



REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

**Sir Titus Salt, Bart., Sons & Co.**  
**Saltaire, England** Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are:

**The Gault Brothers Co., Limited,**  
**John Macdonald & Co.,**

**Montreal**  
**Toronto**



## REPORT OF A NEW COTTON MILL.

PROPOSED ERECTION AT THREE RIVERS OF AN EMBROIDERY MILL TO TAKE TO COME FROM SHAWINIGAN FALLS MILL AND GIVE COTTON FOR EXPORT.

THE trade will be prepared to hear, at an early date, some news that may materially change the situation in the Canadian cotton industry. Negotiations are, at the moment, taking place with a view to the establishment of the largest cotton mill in Canada, or, it is said, in the world. When it is stated that negotiations are under way, it will be understood that there is no reference whatever to the indefinite rumors that have been circulating for the last few months. THE DRY GOODS REVIEW is quite aware that such rumors have been promulgated for some time past, and have come to nothing; but, while the cotton men in general have professed to sneer at the idea of anyone in his senses investing capital in such a thing as cotton, THE DRY GOODS REVIEW is inclined to put credence in some information of which it has become possessed.

It has long been known that at Shawinigan Falls there was a power almost illimitable—greater than that of Niagara, because more concentrated. There are thousands upon thousands of horse-power ready for utilization. Over this whole St. Maurice Valley the Shawinigan Water and Power Co. have now control. It has been stated on good authority that a tremendous amount of water-power has already been bargained for in the interests of the proposed cotton company. While this is denied at headquarters, it is not denied that the deal is pending, and as good as closed. Indeed, the progress of affairs is so far advanced that it was intended to apply for a charter at the meeting of the Legislature. The money behind the new concern is not only Quebec capital, but large stock has been taken by leading men in Ontario and the New England States. The names of such men as Senator Cox and Wm. Mackenzie, of Toronto, and Senator Forget, of Montreal, are mentioned as a guarantee of the good standing of the undertaking.

The new mill is to be built at Three Rivers, which is only 18 miles from the source of power, and the goods will be manufactured within a few feet of the St. Lawrence and on the railway, so that the shipping and importing facilities will be unsurpassed. The mill, as already remarked, will be the largest on record, and all the goods will be manufactured under one roof, under the direction of one manager, and worked by one plant. This will effect an enormous saving in expense. The company will operate probably in a day of two shifts of 10 hours each, consuming about 2,000 horse power daily, and it is calculated that the difference in cost between the power obtained here and the same amount generated elsewhere would average \$75,000 per year, or  $7\frac{1}{2}$  per cent. on \$1,000,000. This item alone would make the case worthy of consideration, and, when added to the economy of having everything concentrated in the one place, it may easily be seen what the advantages are. But this is not all. The two things that cost in the manufacture of cotton are raw material and labor. Now, raw material is imported into this part of the country just as cheaply as into the New England States, at least the difference is not appreciable. Nextly, it is from this very district that the large New England cotton mills get their hands. It has been made, in fact, the subject of comment on the other side of the water that French-Canadians were being employed in American mills because they worked cheaper. Evidently then in these two principal points success would be

assured. The most modern equipment in the way of superior machinery will be acquired. The cotton mills are constantly finding that their machinery is getting out of date, and there is a good deal of the out-of-date style in operation at present. The mill will manufacture all lines of cotton goods, while probably making a specialty of whites and greys. In the meantime the intention is to make chiefly for export.

As regards the possibilities of a Canadian export trade, the bounds are so limitless that they cannot well be calculated. The mills in Canada have generally been so busy making for domestic use, that little attention has been paid to the outside. The only mill that has really gone in for it to any extent is the Montmorency, now connected with The Dominion Cotton Co. They have for years past manufactured largely for the China trade. This trade is a line of its own, and the goods have to be of a certain peculiar stamp. Throughout China cotton is used much like coin, as currency, and if a bale of cotton is overweight, or in any other way unsuitable, it is thrown aside as useless. The bales are made up of 20 pieces, and each piece must be exactly 40 yards long and a yard wide. From this the great care necessary in the manufacture will be evident. The Montmorency mills have been able to satisfy all these conditions because of their superior heavy machinery presses. The difference between their cotton and that which comes from England is apparent to the most untrained eye. Every bale stands perfectly clear cut and clean, instead of having ragged and dirty edges which make it impossible to pile regularly. Our Canadian cotton also has less clay in its make up than the English, and is consequently finer and softer and lighter. In China alone there is room probably for all the cotton we could manufacture, without making any appreciable difference to that country—they use it so constantly, and for such various purposes. Then, there is the trade of India to be considered, and even in South Africa. Who can tell what the future has in store in the matter of South-African trade, when the now clouded horizon there has cleared? The question of transportation is one which was long ago decided. With a highway such as the C.P.R. and Pacific steamers, there is every advantage on the side of Canadian industry.

### SOMETHING ABOUT RIBBONS.

Brophy, Cains & Co. say: "The narrow satin ribbons are still used in various designs on lace overdresses. Some whole costumes are seen entirely covered with these ribbons, gathered prettily in various designs, the favorite colors being cream and black.

"A glance at the new styles in millinery and costumes for the Spring and Summer of the new year show a decided increase in the use of ribbons, and it is quite noticeable that ladies' neckwear calls for even a larger use of ribbons than previous seasons.

"Velvet ribbons, however, still hold a very prominent place, and will do so throughout the year. There is a possibility about velvet ribbons which no other material can furnish, and effects in dress trimming can be produced in great variety and pleasing contrasts by their use.

"Fancy ribbons in the different plaids are used in decorating many of the fad cushions of the day.

"Double satin ribbons still hold a good position, as they are used for all kinds of fancy work, and can be found in all the latest shades.

"The Spring indications are that sash ribbons will be more in favor.

"Liberty taffeta satin ribbons are still having a good run, and are seen in every well-selected stock.

"We find all shades of blue are still much in demand."



# THE GAULT BROS. CO.

... LIMITED

Manufacturers of the  
well-known. ❀ ❀ ❀ ❀

OUR SAMPLES WILL ALL  
BE OUT ON THE ROAD  
IN A FEW DAYS ❀ ❀ ❀



“Crescent  
Brand”  
Neckwear

will show the finest range of New and  
Novel Ideas in Neckwear ever shown in  
the Canadian market for Easter and Spring  
trade. Special novelties for Easter. Be  
sure and see our “Easter Lily” range in  
light grounds with the new purple and  
grey effects.



## The Gault Bros. Co., Limited

... MONTREAL

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.



## Men's Furnishings.

THERE is a question that is constantly worrying the public, and the trade in particular; and that is the question of the laundering. The vexatious results of the present system are pressing men to seek for some kind of remedy. There is no doubt that as things now are, the certainty that fine goods will be destroyed, if sent to the

average small laundry, keeps many people from the purchase of high-class ware. It becomes too costly altogether to keep buying expensive shirts and collars, which, on being returned from their first laundering, are in a state unfit for wear, both because of insufficient cleaning, and of the total destruction which chemical stuffs which may be used in the process invariably produce. The articles are returned crumpled and besmirched, with a fluffy surface which will rub off just like blotting paper. The laundries are not always to blame. Many gentlemen are very careless in the care of their wardrobe, and, unless their clothing is looked after for them by a housekeeper, or someone else, the washing is left to the last minute. Then, suddenly, when unsoiled linen becomes a scarce commodity, the laundry is telephoned, and the things are ordered back for, probably, the next day. Now, it is quite evident that perfection, or even moderate satisfaction, is not to be expected under such conditions. Of course, the quicker the washing has to be done, the more the injurious chemicals have to be used; and the result, as already stated, is that handkerchiefs come back to the owner worked with all manner of curious embroidery, for which he did not pay; and the shirts, either minus tails altogether, or with a netted work effect for which he never bargained. Many people find that the best satisfaction is to be got by sending to a Chinaman, who will not spoil the clothes, though he does not put quite such a fine bluish-white color on the linens.

Numerous remedies have been suggested, especially in connection with the men's furnishing trade. For in the long run, it is the haberdasher who suffers from the bad conditions

in this respect. It has been suggested that the retailers should combine to build their own laundry. This is a project which seems neither to be feasible nor desirable. There are many obstacles in the way to success of such a scheme. In the first place, the merchants who went in for the scheme would have to support it, and send their goods there to be laundered whether it was the best place or not. Someone would have to be selected to run the laundry; and he might be satisfactory or he might not. But in either case there would be no guarantee that the work done would be any better than that of the ordinary custom laundry. Go into some of the leading men's furnishing stores in New York, and you will see some of the most unconscionably ugly shirts exposed for sale. You would wonder how on earth it came about that anyone should be willing to buy such an article. It simply means that the goods have been badly washed and laundered. It is quite true that if a merchant thoroughly understood both the shirt business and the laundry business for retail customers he could make a good thing out of the combination under his own roof. There are, however, few dealers who would care to attempt such a scheme.

The sale, say, of a shirt depends more on the way it is done up than on anything else. It depends far more on this than on the quality of the shirt. How many men who come into your store to purchase this article of apparel have the very faintest conception of the difference between a good shirt and a moderately good one? Not one in ten has any more idea than he has of the respective merits of the various pictures which he has just been criticizing at the art gallery. He takes the shirt up, and looks at it in a knowing way, and then turns it over and looks at the back, and what does he see? practically nothing. The chances are that there may be one of slightly better quality than the other. But the one chosen will invariably be the one which is neatest and cleanest and best gotten up by the laundry. The fact is that most of the complaints lodged with the merchants about shirts which have given out after a couple of washings are made in the wrong quarter. They should be made at the custom laundry in some instances, and in others it is the person's own fault.

There is no doubt at all that better satisfaction can be got by buying unlaundered shirts, than the other way. The factories sell a great many of these to dry goods stores throughout the country. When a woman comes into your store, she wants to turn everything inside out, and look at it in every conceivable position; and it is of great value to a merchant to be able to allow her to do this. Nothing prevents this in the buying of unlaundered wear; and, besides, the quality of the goods may thus be far more easily ascertained.

But people do want to buy made up shirts, as well as collars and cuffs; and the best satisfaction is apt to be had where the laundering is done at the factory. There is a good reason for this. Firstly, uniformity is guaranteed, as all goods must be turned out exactly the same. Doubtless, mishaps will occur anywhere, but that does not seriously affect the matter. Secondly, work in the factories is piece work, and the employees



**MEN'S FURNISHINGS—Continued.**

know that there is no use in turning out poor work or it will be returned to them, and they will not be paid for it. Thus it stands to their advantage to see that the work is up to the mark in every particular. In the factories there are experienced hands and good machinery, and there is not the same necessity for rush, as in the custom laundry. Again, it is, on the face of it, their business to see that goods are in prime condition before they are exposed for sale; so that, taking everything into consideration, the factories seem likely to maintain their present arrangements with regard to the laundering of linen goods.

**The Rage in Shirts.**

The things that merchants will buy and that people in general will wear, if only they are fashionable and the rage, are enough to break a man's heart. Some of the shirt patterns which have had and are having the most tremendous sales are sights for sore eyes. They look as if they had been besmeared with splotches of blue, black and red inks, and then left out in the weather during a season of rain for a week or so. Others, which cannot be scorned for an indistinct effect, look as though they had formed the ground for the trial impression of many and various trade marks, crests and coats-of-arms. It is simply shocking, and those who wear such things ought to be arrested for noisy behavior. Just now the fancy runs in the most extreme patterns, with pink, blue and heliotrope ground upon which are striking figures. There is also quite a demand for shirts in white ground with figures. The fact is that very often the numbers which the traveler is least sure about are those which take best. As long as the change is not too awfully great from the previous fashion people would be quite willing to wear anything.

**Special Easter Trade in Neckwear.**

One of the accompanying circumstances of the prevailing good times is a certain systematizing of many lines of business. The different departments are spreading out and becoming more and more separate and distinct; and with this change comes others not at first so apparent.

It has been customary heretofore to have, as it were, two large divisions of the trading year, namely, the Spring and the Fall, with an extra splutter at Christmas time. In the case of neckwear, for instance, with which we are dealing just now, merchants have been accustomed to look for their new samples of Easter goods very early in the year. All this is rapidly being changed. A movement is on foot to divide the year into four instead of two. A special Easter trade is to be established, which, it is expected, will be on a par with the Christmas trade. This year such a scheme is liable to work better than usual, because Easter comes so late that the seasons will be quite proportionate. Thus there will be the Christmas trade, the Easter trade, and the Summer and Fall trades, all distinct, and each with its own peculiar features.

In this connection it may be mentioned that many of the larger houses are refusing to show Easter samples earlier than March; and merchants are warned that it is impossible to show patterns before the New York ones are received. Travelers are now in the Old Country selecting. Another announcement along the same line is that none of the Summer wear in the shape of wash ties and handkerchief scarves will be shown until after the Easter trade is over. Tooke Bros., Montreal, are one of those firms which are starting this idea, and it seems a good one. It will stimulate trade, and cut off some of the fag ends which overlap from one season to another.

THE DRY GOODS REVIEW heartily approves of this action, as it will tend to increase Spring business, and help the merchant.

**Store Space.**

A feature of retail furnishing in the cities that is attracting attention is indoor displaying of goods so as to tempt customers to extend their purchases. The time is not far past when a customer entering a furnishing store or the furnishings department of a general store would have to ask for neckties, braces, socks and many other lines if he wanted to see them. The adoption of the glass case, which answers the purpose of counter as well as showcase started the movement towards showing these goods as prominently as possible. It has been followed in many stores by glass wall-cases, built specially to display neckwear, footwear, or men's wear generally. Counter display racks have been introduced, and are made such good use of that many sales may be accredited to them. The result is that a person going into a city furnishing store to buy a collar would likely see umbrellas in a rack and waterproofs on a form near the doorway, shirts, underwear, etc., on tables (which, by the way, are high as counters generally are), while braces, handkerchiefs, neckwear, footwear, etc., are before his eyes as he is waiting for service or for his change. Possibly, also, there may be a tray or two containing perfumes, collar buttons, cuff links, and other small articles he is in the habit of buying. If the clerk is shrewd, he may be persuaded to add to his purchases one or two articles he had not intended to procure.

**NEW YORK MEN'S DRESS.**

WHAT FASHION DICTATES AT PRESENT.

**THE DINNER COAT.**

A New York fashion authority has lately delivered himself of the following judgments as regards men's dress: what they should wear according to the present mode, in what details they are apt to go wrong, and how to be dressed according to fashion without going to the extreme.

First, as to when and where the short evening coat, known as a Tuxedo and under various other names, should appropriately be worn. The abuse of that justly popular and convenient garment threatens to become so widespread that it is a pleasure to define the limits of its usefulness. Now it is sadly overworked, even by persons who pretend to be informed about such matters. The short dinner jacket is an extremely informal garment, intended primarily for the man who dresses every evening at dinner to wear in the bosom of his family. It is not looked upon as appropriate even at informal dinners to which two or three persons are invited. It is generally said that the presence of women makes the short jacket inappropriate, although that cannot apply to the women of one's family. At the opera a dinner coat is inadmissible, under all circumstances, unless possibly it be at a Sunday night concert when two men go together. It is no more appropriate for the theatre when women are to be of the party. Two men dining alone and going afterward to the theatre might be permitted to wear a short coat; if they went with women there would be no excuse for their doing so. Of course, a dinner coat is preposterously inappropriate at any dancing function, unless it be at a Summer hotel, where flannels might not be regarded as out of place.

Sometimes men have been known to show themselves in public wearing a dinner coat, with a white waistcoat and a



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**MEN'S FURNISHINGS—Continued.**

black necktie. Such a combination is incongruous enough to discourage any person interested in good dressing. The black tie is all right. No other tie should be worn with a dinner coat; but the waistcoat should be black too; a white waistcoat and a white necktie should always be kept separate from a dinner coat. Nowadays, the haberdashers are making, for wear with the dinner coat, dull black silk neckties, decorated with small designs in the same colored silk. These have won some admirers, but it is still the broad, small, black satin necktie that appeals most to well dressed men. For full evening dress, the white tie, which is still broad and somewhat narrower in the middle than at the ends, is the only one admissible.

**THE WHITE WAISTCOAT.**

Nowadays, the double-breasted white waistcoat is so customary with evening dress as to be an almost indispensable part of it.

This form of white waistcoat, with its two rows of buttons, has passed beyond any suspicions of being a new style, and, after having been worn at all times and in all places, it takes its place as a permanent style. Not only are the white waistcoats usually double-breasted; so are the brown and colored extra waistcoats, made for ordinary wear.

**AS TO HATS.**

With a dinner coat, the man who knows what is appropriate wears a derby hat. With evening dress, the opera hat of ribbed silk is a necessary accompaniment. Men who wear ordinary silk hats with evening dress are not necessarily out of style, but they are not quite so much in the style as they might be. The silk hat of the year that comes from England has less of a curve than usual. Derby hats are smaller, with narrower brims, and a general tendency to inconspicuousness.

**EVENING SHOES.**

The average New Yorker who goes to the opera or the theatre in evening dress, could wear loud buttoned patent leathers, or with moderately thick soles, and be in the style. If he were a little more particular, he would wear what are commonly called low quarters in patent leather, covering them with goloshes, as any man will have to do who is not equal to the rigors of Winter with only silk socks to protect his ankles. For dinners and dances, New York has almost unanimously adopted the same low quarters, although the low pump is more strictly the mode. This has always been the London fashion, and the men wear pumps there just as regularly as they wear evening dress when they go to a dance, a dinner or the theatre. But the style has never become so popular here, and that is not to be regretted.

Watches are carried in the pocket without a chain, or worn on a black fob; but the latter fashion has very little to recommend it. The man who wears gold studs or white studs in his plain dress shirt can feel that he is just as much in the style as the man who wears pearls, for one is as appropriate as the other. The well fitting dress shirt, with its smooth linen bosom, is in better form and taste than the fluted, embroidered or tucked shirt bosoms, which are from time to time displayed in the shop windows, but are never, by any possible chance, seen on a well-dressed man.

**THE GLOVE.**

With the dinner coat and its accompanying derby hat, a man may wear any sort of glove that he may use during the day. It is only with full dress that he is expected to wear white gloves. These are made

for the street in thick white kid, and can be supplanted in the house by white gloves of the customary weight.

The expensive brown and grey deerskin gloves are still those selected by the man who does not think of price, but of looking the best. Imitations, particularly in the grey, can be had now for a very much smaller sum than the genuine, and are effective enough when one cannot get the others. Ordinary smooth dogskin is still proper, although the man who is more interested in good dressing than in anything else, would never select them.

**RELATING TO GOLF.**

The brown linen waistcoats introduced two years ago for Winter wear, are as popular as ever, and so are white waistcoats made in the same fashion. These are more likely to be seen than the colored cloth waistcoats which are reserved by carefully dressed men almost exclusively for wear at golf. Even the cloth waistcoats, ornamented with designs or checks in color, are little used, except at golf.

Another change is to be noted in connection with the knickerbockers for golf and tennis. They are not so loose as they formerly were about the knee. The tendency is to make them tighter and to use for the continuation, the same material rather than the whipcord at one time the fashion. It is only the fancy waistcoats that are made double-breasted. Even the waistcoats intended for golf have but the single row of buttons.

**A Striking Window.**

One of the most novel, and, at the same time striking, window displays I have ever seen was made by a Toronto furnisher the other day. At first glance, persons passing the window were surprised to see a great hole in the centre of it, while on the floor inside a half brick and a large number of small pieces of glass bore out the impression that some window-breaker had been at work. But closer examination showed the brick and the broken glass were merely aids to a clever illusion. Instead of there being a great hole, the appearance of one was made by pasting thin strips of plate glass with rough edges on the window so as to converge to a central point to represent cracks leading to a big break. To give the blue appearance of a crack in plate glass, the paste used to stick the strips to the pane was of a light blue color. But the attention of passers was not allowed to drop at examination of the break. In a position where those looking at the "hole" would be sure to see it, was a large card stating that a "smashing" sale in clothing was going on within. A number of overcoats, suits and smoking jackets were exhibited to show how prices were being severely broken, while qualities were being kept intact.

**In Clothing.**

In overcoats the much discussed raglan is too well known to need any description. The fashion of wearing very loose coats reappears periodically in men's dress. Sometimes it is a box or driving coat which is copied, just as the old raglan is this year. The man who expects to wear his overcoat for several seasons is advised not to invest in a raglan, but to choose a fashion likely to last longer. All the overcoats are made now in a way that avoids the lines of the figure and allows them to hang loosely from the shoulder. The hard, smooth cloths are very little used except in the middle-weight raglans as a covert coat. The raglans made in dark greys have somewhat supplanted these as coats for light wear, but their pre-eminence is likely to be only temporary. Rough goods are used for the Winter weight as well as for the lighter middle season garments, lined and edged to the lapels with silk. The covert coat is intended

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MANUFACTURERS AND  
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## MEN'S FURNISHINGS



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## Something New

The demand being made for a good article in Railroad Coats and Pants, we have brought out two lines as shown above. Although only shown ten days the encouragement given is sufficient to warrant their being here to stay. They are well made; all seams double-stitched, and fit perfect. Coats have four pockets, and pants seven. Made in Black Drill and Black Duck. Write for samples

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

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**MEN'S FURNISHINGS—Continued.**

to be no longer than the ordinary sack coat, which is just now showing a tendency to become a little bit longer than it has been for several seasons past. The short sack coats made by New York tailors during the past few years are often a striking evidence of the fashion in which an English style may be exaggerated beyond all measure. Some of the Fifth Avenue tailors have made for men of mature years short coats that were merely ridiculous to look at. For very young men they have all been made very short, and as young men may be forgiven for falling into excesses, the tailors did not succeed in dressing them quite so inappropriately. With the older men their exaggerations are frequently absurd. In the American-made covert coat the tendency has always been exactly the opposite; light coats made of covert cloth coming down as far as the knees were never heard of outside of this country, and the London tailors make them about the same length as the ordinary sack coat. It is only in that form that they are really smart in appearance and able to fulfil their purpose as a garment for riding or walking.

**What Goes in Chicago.**

Chicago dealers are already beginning to consider what men's fashions will prevail.

In neckwear, says the writer for The Dry Goods Reporter, there will be a demand for tecks, puffs and bows this Spring. Still these will in no way hurt the sale of the loose shapes, as imperials, Ascots, four in-hands and squares, which are generally preferred by the better class dressers. A very advantageous point in early buying is the opportunity offered to select attractive patterns for window display, a most important feature in the successful selling of neckwear. The demand for white shirts is still on the increase. Soft or comfortable shirts are being asked for in large quantities, and the colored shirt holds its own. As was evidenced last Fall, buyers are asking for better goods.

**A Good Furnishing Store.**

Attractiveness and practical utility are excellently combined in the new store just opened by T. F. Fleury, tailor and furnisher, Queen street east, Toronto. It was specially designed for this business after models in the fashionable retail districts of New York. The store proper is finished in white and gold, the woodwork being of white, with gold striping. This, with the metallic roofing and the linoleum floor would give an air of tastiness to any store. The windows, which are made a pair of equal size by placing the doorway in the centre of the front, are of plate glass bound together by brass plates. Glass counter cases run the full length of both sides of the store, with three openings in each to allow the clerks to pass through, one at either end, and one at the centre, thus making two cases at each side. These cases are about four feet high, three feet of which are devoted to showing goods. On the floor of one of them shirts, collars, cuffs and cravats are shown in combination, also laundered and unlaundered shirts alone. On a glass shelf, half-way from the top of the case, collars and cravats are shown together, the collars resting on the shelf and the cravats hanging down; also cravats and silk handkerchiefs. On the floor of the next case underwear is shown, the texture of the goods, outside and inside, being shown by turning the shirt at the neck or the bottom. On the shelf in this case caps, socks and negligee shirts are on view. Above the counters are a couple of display racks holding neckwear, etc. In the shelving behind these counters furnishings are kept. The shelves on the opposite side of the store contain cloths for men's and ladies'

tailoring. In the counter nearest the door on this side men's gloves, neckwear, collar buttons, etc., are shown. In the case farther back a very attractive exhibit of the fine and fancily colored fabrics known as ladies' neckwear is made. In the centre of the back of the store is an archway containing the store desk and a doorway to the cutting and sewing-rooms at the rear of the shop. Mr. Fleury intends to cover the entire back of the store, except this archway, with mirrors, thus adding to the appearance of size as well as the beauty of the store. The method of lighting the store makes it even more attractive at night than in the daytime. At each side of the store and in the archway at the back are rows of 5-candle-power incandescent lights, while in the centre of the ceiling and in each window is a group of four 16-candle-power lights. It is further intended to make archways about one-third from the top of both windows with a row of 5-candle lights in them. Mr. Fleury takes great care with his window dressing. In one window a display of furnishings is made on a modern display rack. In the other, cloths for tailoring are shown, the display of these goods being excellently relieved by putting mufflers, caps, etc., on top of each fabric.

**The Collar Trade.**

Reports from all points predict a more than usually brisk season for collars. During the Winter months the tendency is, as a rule,

towards the wearing of higher collars than in the warm weather. When this is the case there is some difference made in the profits of manufacturers. The same price is paid for the collars, whereas there is a much increased quantity of material consumed. When taken in toto there is a vast difference between the amount of stuff required for making  $2\frac{1}{4}$  and 3 in. collars respectively. For Summer wear there are some novelties which are calculated to satisfy in both ways. There is an especially good demand for the high band turnover. It will sell in all heights,  $1\frac{1}{4}$ ,  $1\frac{1}{2}$  and  $1\frac{3}{4}$  bands. This collar is adapted for wear in warm weather, as it has the advantage of the ordinary turn-down, and at the same time does not make the long-necked man feel uncomfortably elongated. In ladies' collars, the "Hebe" and the "Maxine" are two that promise well. These collars, which retail at 15c, are cut on the same principle as dress stock collars. They are 2 inches in front and  $2\frac{1}{4}$  at the back. The "Hebe" buttons in front, while the "Maxine" has the opening behind.

**Spare Time.**

An authority has said: "Show me how a young man spends his evenings, and I will tell you what quality of man he will be." The same axiom might be applied to the clerk in relation to the portions of the day in the store when the absence of customers makes it possible to either waste or improve valuable time. Almost in proportion to the use a clerk makes of this "spare" time, he is valuable to himself and his employer. If he spends the time listlessly waiting for the next customer to arrive, or amusing himself or his fellow clerks, his value is reduced to a minimum. But if, on the other hand, these quiet minutes are used for planning and effecting improvements calculated to make the windows, the counters, the shelves and the store generally, more attractive to customers and in studying trade conditions, methods of advertising, qualities and styles of materials, book-keeping, and other essentials to the successful management of a furnishing business, the clerk who so makes the most of his time can depend that the reward will come—if not from his present employer, from some other, for trained, capable clerks are ever in big demand.

"But," you say, "what shall we do? The window is dressed for the week; the goods are in their proper places; the



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Makers of American Styles  
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Genuine ..  
Celluloid

Collars, Cuffs and  
Shirt Bosoms

All Fine, Fresh Stock.

GENUINE GOODS are

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# NECKTIES

EVERYTHING  
IN

58  
&  
60

WELLINGTON ST. WEST.

TORONTO.

ONT.



**MEN'S FURNISHINGS—Continued.**

'boss' looks after the bookkeeping, buying and advertising himself, thus making it unnecessary for us to study that up."

Still, there is something to do in the next half-hour you have free. How about next week's window? Why should you not plan a display that at small cost would set the town talking about your store—or, at least, would be an improvement on the present window? And your counters could be made more attractive. With some ingenuity, a little wire and a few strips of wood you could make hanging display rods which might help sales of gloves to a quite respectable extent. Just take a look around, and see if you cannot plan some improvement indoors.

Now, as regards advertising. While the "boss" may look after it himself, you should learn as much of it as you can now. Advertising is an art that takes years to learn, and the earlier you start the sooner you will be proficient. And, in the meantime, you may strike an idea once in a while that may commend itself to your employer, and he may use it. The same is true of buying. If you are ever to know the furnishing business you must study materials and styles, and learn in what proportions different lines should be bought. As for bookkeeping, if you have no opportunity of doing the practical work, learn the theory, and, sooner or later, it will prove of value. Whatever you do during the hours of your work-day, do something. Don't kill time; don't waste it, for if you waste, you shall want.

**Montreal Business Troubles.** Two of the principal men's furnishing houses in Montreal have, within the past few days, made announcements which will be received with very general regret. On Saturday, January 29, formal demand for assignment was made upon the firm of Glover & Brais, the demand being made by Mr. H. L. Smyth, in behalf of Foster & Porter, one of the firm's Old Country creditors. It has been known for some time that difficulties had arisen, and arrangements for a settlement were being made. The offer made by Glover & Brais of 40c. was not satisfactory to the English creditors, and, though it is said that another larger offer was subsequently made, it was not accepted. Mr. Brais went to the Old Country with a view to making satisfactory settlement, but was presumably unable to do so. Affairs are now pending, and it is doubtful how much will be realized from the stock. It is stated that it will shortly be auctioned, but this is not certain. Some of Mr. Brais' friends wish him to bid for it himself, and continue the business.

The other house referred to is that of Cookson, Louson & Co. An extract from a circular prepared in their behalf will explain the situation:

GENTLEMEN,—The above firm finding that through the long illness of Mr. Cookson, on whom the management of the manufacturing department and the general business devolved, and, also, owing to insufficient capital to stand the strain entailed by his absence, decided that they would not be able to continue business. They, therefore, called an informal meeting of their creditors, with a view of taking their advice.

After matters had been fully discussed by a well-attended meeting, it was unanimously resolved that in the best interests of the creditors the business should be wound up with just as little expense as possible, and Mr. John McD. Haines was appointed liquidator.

It had been the intention of Messrs. Cookson, Louson & Co. to go out of business in any event, and they had counted upon being able to pay their creditors 100c. With this idea they sometime since sold to S. Greenshields, Son & Co., their

stock of men's furnishings. Recent developments, however, made it seem unlikely that the full amounts could be met, and in a straightforward manner they called a meeting of creditors. Matthews, Towers & Co. have taken the warehouse, and will occupy it in the course of a week or two. There is but one feeling among the trade with regard to this failure; and that is one of genuine sympathy. No one has anything but good to say of the members of the firm, and all express sincere regret. The cause was one which could not possibly have been avoided, and those who know bear record that Mr. Louson was about the hardest worker on the road. If it was not for Mr. Cookson's state of health, they could yet go on and make the business a success. Each of them loses his whole amount of capital, and their honorable action has been appreciated by those with whom they held business relations.

**Surplus Stock.**

The windows of many of the furnishing stores show that stock-taking is over and that it has been found that there is a surplus of one or more lines. These are being sold now. The method of selling is worth noting. One dealer has a window full of ties with, in a central position, a sign "Any tie in this window for 25c." The majority of the ties are up-to-date 25c. ties, but many of them are 35c. and 50c. ties, which were in vogue some time ago. The combination is a strong one, for the 25c. ties bear the impress of the latest style, while the air of quality is given to the whole display by the 35c. and 50c. goods. None but the initiated know that the 50c. goods are not "good form" now, and, as the uninitiated form a fair percentage of buyers, such clearing sales as this always prove more or less successful. Sometimes a good run is made by merely dressing the window with a large and attractive range of one line, say gloves, and making a cut of not more than 10 per cent.

**The Outlook in Men's Neckties.**

As to patterns, bold decided stripes are more in favor than ever, checks are somewhat slower, but are still asked for, but the demand for wild stripes still increases.

In colors, purple is the correct shade, that is, purple combined and toned down with white and black. The great and unforeseen demand for purple-striped goods has cleared the market, and the result is that there is not sufficient supply of purple-striped flowing end ties to fill the demand.

For shapes, flowing ends lead and graduated derbys come second. Striped patterns in these must be cut bias, and the flowing end with a long bias point.

**Notes of Current Trade.**

Mr. M. Markus, Montreal, informs us that he has just received for the coming Fall and Winter seasons, 1900-1901, his full range of samples in dress goods, mantlings, linings, dress and mantle buttons and trimmings, mufflers, hosiery, gloves, linen goods and other novelties, and that the samples will be shown to the wholesale trade on February 1. There are some striking novelties in the range, and Mr. Markus claims the values are the best ever offered in these lines. He would like the trade to reserve orders till they have seen what he has got to show.

Tooke Bros., Montreal, have just issued their catalogue for 1900. It is full of interest; and anyone who wishes to obtain one may do so by dropping a card to the firm and mentioning that they noticed the statement in THE DRY GOODS REVIEW.

E. & S. Currie, neckwear manufacturers, Toronto, shipped 51 cases of neckwear to New Zealand and Tasmania, via San Francisco, on the ss. Moana, and 45 cases to Australia, via

Every garment we sell is made on the premises and  
this label is your guarantee.



WHAT  
TO BUY.

# "Tiger Brand" Clothing

The warerooms are well sorted  
with most everything the trade  
could need in Ready-Made Cloth-  
ing—for man or boy—and we are  
ready to give orders—large or  
small—for present delivery quick  
and careful attention. Will you  
write?—see our traveller?—or  
come to the house?

HOW  
TO  
BUY.

WHERE  
TO BUY.

## E. Boisseau & Co., Toronto

TEMPERANCE AND YONGE STS.

The trade is waking up to the fact that it pays to  
have the high-quality Clothing to Sell.



**MEN'S FURNISHINGS—Continued.**

Vancouver, on the ss. Miowera. The firm received the other day a cable from their Australian traveler, F. P. Evans, announcing his safe arrival, and stating that the first orders of his second trip through the country would be sent with the earliest mails. After covering the Australian colonies for the second time, Mr. Evans will return, via Hong Kong, Singapore, and Yokohama, when the dainty neckwear creations of E. & S. Currie will be introduced to the residents of these cities of the Orient.

The extremely unsettled weather during the last few weeks has materially affected the trade, and that at a time of year when trade is never any too brisk.

Since last issue, Tooke Bros. have moved into their new premises at the factory in St. Henri. The occasion was celebrated by a very pleasant gathering of all the employes, where refreshments and general good cheer were the order of the day.

Special sales have been the order of the day ever since the new year, and there have not been many exceptions. Some of the merchants think this way much preferable to that of selling with a discount before Christmas, when the trade is good anyway.

Gault Bros., Limited, are developing in the West. They are erecting a building worth \$60,000 in Winnipeg, and have also opened up a large establishment in Vancouver. These are general dry goods houses, and they buy all their goods direct, except those made in their own factory.

The Empire Manufacturing Co. are showing some taking novelties for Spring and Summer in the line of shirts. One of these is a combination shirt, that is to say, a shirt with a vest. They also have some fine silk goods, which are imported direct from Japan, and which they are thus able to dispose of at a much lower rate than they otherwise would.

For Summer there is a great demand for all kinds of sporting costumes. There is quite a feeling in favor of a return to flannels, instead of ducks, for tennis trousers, etc. The fact is that when every Tom, Dick and Harry start in wearing duck pants on the street and everywhere else, the "elite" begin to look around for something else, by which they may be distinguished. There is no doubt whatever that ducks are far more serviceable and durable in every way, and there is no trouble in washing them. However, the flannels look exceedingly nice when new, and many people are content with this. Experiments with silk goods have been made, but they are rather too expensive for most, and would be, also, not very suitable for any but the gentlest usage.

**A Circular to the Trade.**

The following circular was issued the other day by Messrs. Tooke Bros., Limited, Montreal:

MONTREAL, January 31, 1900.

TO THE TRADE.—The object of this circular is to contradict the false statement recently circulated, to the effect that we do not intend continuing the furnishing department of our business. The action in itself (making false representations) is sure to reflect on the individual who has to resort to such method to obtain business.

We are glad to say our furnishing department is increasing in output every year, so much so that only recently we have engaged an additional buyer, Mr. Foster, who is now in Europe looking after our interests.

The neckwear department is under Mr. Edgar's charge, and we never were in a better position to extend both of these departments.

We trust your valued orders, heretofore placed with us for this class of goods, will not only continue, but increase, our aim being to serve you to the best of our ability.

Thanking you for past business favors,

We are, yours very truly,

TOOKE BROS., Limited.

**EARLY DELIVERY OF SILKS.**

K. ISHIKAWA & CO., Toronto, are making particularly early delivery of the import orders of Japanese silks and matting placed with them for the Spring. The first deliveries were made at the end of January, and the firm are endeavoring to have all of their orders put in the hands of the trade as speedily as possible. They have already received a number of repeat orders for habutai and fancy blouse silks.

The favorite silk for Spring wear is the printed foulard, of which K. Ishikawa & Co. have a large assortment in French and Japanese twills. There is also a big call for corded silks in striped and plaid effects, while checked taffeta in black and white and navy and white are selling well. Some dainty new plaids in Spring colors are now being shown to the trade. Plain habutai in light colors as well as the new shades, magenta, marine blue, purple and cerise, are proving desirable property. K. Ishikawa & Co. have just past at the Customs House all the season's Spring silks, and are now ready for prompt delivery.

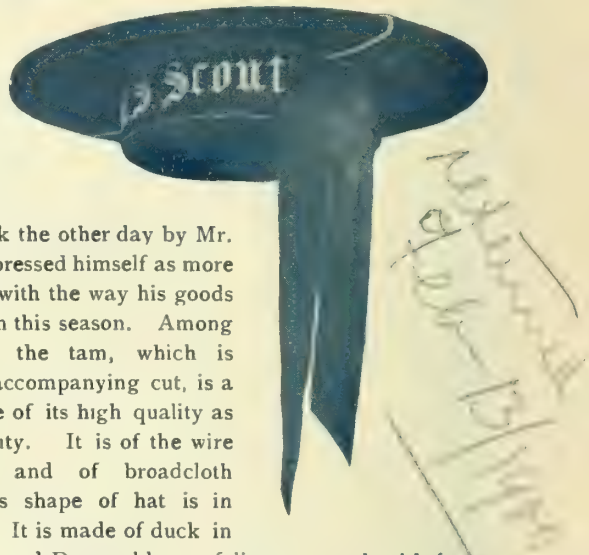
**NOVELTIES IN TAMS.**

There is no dearth of variety, beauty of design, nor deftness of workmanship in the tams which The Bruce Manufacturing Co., Toronto, are offering to the trade for this Summer. A representative of THE REVIEW was shown

this firm's stock the other day by Mr. Bruce, who expressed himself as more than satisfied with the way his goods are being taken this season. Among the novelties, the tam, which is shown by the accompanying cut, is a leader, because of its high quality as well as its beauty. It is of the wire crown shape, and of broadcloth material. This shape of hat is in much favor. It is made of duck in cardinal, navy and Dewey blue; of linen or crash with fancy brims and ornamented with silk cord across the top; of pique, with tucked top. Another novelty is a tam for rainy weather, the top of which is of leather, and the under part of velvet, a combination which is as pretty as it is serviceable. This is made in round, square and octagonal shapes. Some dainty soft-crown creations are shown in duck and drill. The latter is so constructed that the lining and band can be taken out of the crown, so that it can be laundered. This is known as the washable tam. Some of the prettiest soft-crown duck hats are made in white duck with fancy bands and silken cord over the top, or fancily ornamented with braid and ribbon. Another attractive shape is a soft-crown of pique, turned up on the side with two quills as ornaments.

**SILK WAISTS.**

Silk waists for afternoon wear will have the vests fastened down the front with jeweled buttons or tiny velvet bows. The range of blouse and waist silks shown by Brophy, Cains & Co. include those of French, English, Japanese and American manufacture. Some very beautiful designs are shown, and checks, plaids, stripes, spots, plain taffetas, tamolines, broches and Japs in endless variety.



THE ...  
**Maritime Wrapper Co.**

Limited

Skirts  
 and  
 Suits

Just a Word....  
 AS TALKED OF

"Home Garments"

combine artistic designs and sur-  
 prisingly novel effects, perfect fit  
 and workmanship, at excep-  
 tionally low prices.

"Maritime"  
 Wrappers

J. H. PARKHILL  
 Ontario Agent  
 46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.

# LINED GLOVES and MITTS

**For Next Fall.**

Our travellers are now on the road showing the most complete range of samples, consisting of the best makes of Domestic and Foreign manufacture. We have the best values. Do not place your orders before you have an opportunity to see what we have.

**PERRIN FRÈRES & CIE.**

5 Victoria Square, MONTREAL.

## To the Canadian Merchants:

Recently we opened a branch in Windsor Ont. and are now able to supply the Canadian Trade with our up-to-date **SHOW CASES** free of duty. Being large buyers of English Glass, we are in a position to sell cases made of the best British Plate at a very reasonable price. Our cases can be seen in all the principal cities and towns in the United States, which is sufficient evidence of the superiority of our goods.

Some years ago, we placed on the market the Celebrated Silent Salesman Show Cases and they met with phenomenal success. A few months ago, we invented and patented a device for illuminating these superb cases, which adds fully 100 per cent. to their selling power, while the additional cost is nominal. The electric lamps are concealed in the top moulding, and the light, by means of a reflector is thrown on the contents of the case, which makes selling easy.

When ordering the illuminated case, please state the voltage of your lighting plant to avoid delay in filling your order. Further particulars will be furnished on application.

ADDRESS,

**John Phillips & Co.,**  
 LIMITED

51-53 Fort St. East,  
 DETROIT, MICH.

Manufacturers of the

*Silent Salesman*  
 TRADE MARK Show Cases.

CANADIAN TRADE FURNISHED FROM WINDSOR, FREE OF DUTY, F.O.B. CARS.

### CANADIAN REFERENCES:

Colwell Bros., Halifax, N.S.  
 Ryrie Bros., Toronto, Ont.  
 R. T. Geary, Sarnia.

Letendre & Arseneault, Montreal.  
 McDonald Bros., Sarnia.  
 W. O. Franklin, Pt. Rowan, Ont.



PHILLIPS' ILLUMINATED SILENT SALESMAN A SUNBURST



## LININGS AND PRINTS.

THE W. R. Brock Co., Limited, Toronto, have paid particular attention to this branch, as being always a valuable adjunct to any retail man's business. Linenettes, still in demand, are shown in five different qualities in the full range of shades. Percalines are selling far more freely than for many seasons back, being soft and suitable for the new style of skirts, and of these they show four qualities in all the styles and shades and a large range of high colors. Surah waist linings are crowding all other makes out of the market, being light, soft and unstretchable, thus an ideal waist lining. They can offer six different qualities to choose from. They also carry a full range of jeans and twilled waist linings, twilled silesia, mercerized linings, fancy shaped linenettes, opalescent, silkline, moire pongees, spun glass, etc. Many merchants can spend a profitable half hour in looking over this department as one of the strongest features. It is reported that the best results are being obtained by the domestic goods, as Canadian manufacturers pay particular attention to this class of goods.

The same firm report their print business far in excess of anything in the history of the house, and this is attributed largely to the excellent values and special finishes they have secured exclusively for themselves. Among one of the best is a foulard print, mercerized finish, which can retail at 12½c., and has taken the trade by storm, many customers buying a full range. Another specialty is 3H heavy Canadian cloth, in which they claim to show the largest range in Canada. Over two-thirds of the patterns are printed from their own rollers. In 32-in. best British cambric, they show an unlimited range, patterns selected, not from one printer only, but productions of 11 of the largest Manchester printers, so that the selection from this great number make a better assortment than from one. They also show some novelties in stripe and spot piques, bought before the market became so buoyant, and can be offered at very low prices.

## THE KHAKI CRAZE IN ENGLAND.

A London correspondent of THE DRY GOODS REVIEW writes under date January 27: "Khaki" vests, or to be more correct, waistcoats, are being introduced. I have seen them

in some of the windows, and they look very nobby, to my mind, with their flat brass buttons. Many hosiers are showing "Khaki" ties, in puffs (which look best) and four-in-hands, some of these being made so that in tying them they show a piece of scarlet for the army, or blue for the navy. They are rather loud, still they are being shown. Prayer books and Bibles are also coming in for their share, inasmuch as "Khaki" bindings are quite in vogue. Photo frames and purses were, I think, the first to receive the distinction of khaki, so you see it has received a sort of "handspring" of popularity. Young & Rochester are issuing a line of handkerchief ties, with the flag printed on khaki colored material.

## JOHN CATTO, TORONTO.

For 40 years or more, Mr. John Catto, of John Catto &

Son, Toronto, has been known as an enterprising, enlightened merchant, having with characteristic shrewdness and ability carried his business of high-class dry goods exclusively to a position of marked success.

A native of Aberdeenshire, he had his early training in the Old Land, but while still a young man crossed the Atlantic, and, in the process of time, made his mark. One department of the business we would specially note, which possesses great historic interest for Scotsmen, is the one devoted to Scottish Clan and Family Tartans, which figure so conspicuously in the history and literature of the land of the heather, so rich in material for both novelist and historian.

Mr. Catto takes a personal interest in these time-honored fabrics, in which each



MR. JOHN CATTO.

line and stripe speaks of some service to king or country in days of yore.

Silk skirts promise to be "a big thing" this season in London. There are very marked indications in the retail of a good demand, and the wholesale are making great preparations. This is in proper sequence of a steadily advancing fashion, which has been felt for about three years, till London bids fair to become like Paris, where every working girl wears a silk skirt, however coarse her outer dress may be. One has only to walk through the Magasin du Louvre to realize what an important portion the silk skirt is of a Frenchwoman's wardrobe. Shapes will not be quite such a problem this season.



Design A.

## DORCAS THIMBLES

(Horner's Patent)



Design D.

# STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

**The Most Popular Thimbles of the Day.**



Design G.

Canadian Agent

**H. PEARCE**

 Temple  
Building

**MONTREAL.**


Design K.

## DISPLAY FIXTURES

Including  
MILLINERY  
STANDS in  
great variety  
from \$1.00 to  
\$20.00 per doz.



Flower and Feather  
Stands.  
Selling Display  
Stands.

Window Display  
Stands.

Counter Display  
Stands.

Ribbon and Umbrella  
Cabinets.

Wax Figures and  
Papier Mache Forms.

Mantle Racks.

Mirrors of all kinds.

Showcase Counters,  
etc., etc.

**Clatworthy  
& Co.**

46 Richmond St. W.  
TORONTO

# The Absent-Minded Beggar Handkerchief.

One Penny per dozen on all we sell we give to the Kipling Fund for the soldiers' wives and families. Will **you** help the home that Tommy's left behind him by pushing this line? It has a splendid **Map** of South Africa which is instructive and useful, also portraits of Her Majesty the Queen, Lord Roberts and this Patriotic Poem with treble line of music.

ONE FIXED PRICE TO SELL AT.

Wholesale only supplied.

# BROWN, GRAHAM & CO.

SOLE COPYRIGHT FOR THIS PURPOSE  
KINDLY GRANTED BY "DAILY MAIL."

37 Glassford Street, **GLASGOW.**





The



# Millinery Season

*Mantles, Trimmings and Laces.*

## THE MILLINERY SEASON APPROACHING.

THE Spring millinery season promises to be a brilliant one, according to the common expectations. The millinery people have made great preparations for it. The Toronto wholesale millinery houses are somewhat divided with regard to the date of opening. February 26 and March 5 are the dates. Toronto will again be besieged with the usual large army of milliners from all points in Canada. Those holding their openings on February 26 are confident that they will have the usual large number of buyers on hand. They claim the fact that Easter is a little late this year will work out to the advantage of the trade. Others who make March 5 the date, and they are the majority, will probably be in shape for early buyers.

As to styles, the interviews with the various houses which follow, will give the trade a good general idea in advance. The French modistes are showing smaller effects for early Spring trade, such as Spanish turbans, turban toques, etc. Picture hats are in rather a smaller style and the trimming generally is flatter.

So far, no actual new color is announced, but the pastel shades of green, helio and blue are likely to be a prominent feature. These subdued tones have a good effect grouped together in trimming or any other way.

The materials chiefly used are tulle and chiffon. Ribbons are indispensable, and, when used, seem to be called for in plain colors.

Flowers are to be drawn upon in profusion. The large sizes are favored, and there is a distinct feeling for giant roses, while foliage is particularly good, and comes in some pretty things in pastel colors. Violets will be freely used for early Spring on everything.

Ornaments are of pearl, mother-of-pearl, pastel metals, while both osprey and bird of paradise plumes will be correct.

A number of taffeta silk hats are being shown, the silk being used for the foundation of the hat.

Among novelties in materials may be mentioned some gold-decorated, hand-painted ribbon, real Battenburg lace, and any number of straw trimmings, including a chiffon embroidered with straw.

Trimmings, which have been on the increase for several months past, seem to be coming into greater favor than ever. Reports brought in by travelers through the country are to the effect that there has been an unprecedented demand lately for this class of goods. Prosperous times are the main, or one of the main reasons for such a feeling. People can afford to wear nice things just now.

## MAKING EXTENSIVE PREPARATIONS.

Geo. Goulding & Son, Toronto, who do an exclusively millinery business, claim to carry the largest stock of strictly

millinery goods in Canada. For the coming season their stock will be the largest and most widely assorted they have ever placed before the trade. The prominent features this season will be fringes, laces, straw braids, gauzes and scarves. Of all these lines they will have an unusually complete selection of the most desirable goods, while in all other lines of general millinery requirements their stock will be fresh and up-to-date. This house is included in the number who intend holding their millinery opening on March 5 and following days.

"In thus meeting the wishes of many of the trade," said a member of the firm to THE REVIEW, "for a later date than usual, the wholesale houses feel they are taking a step which will meet with general approval. But, for the convenience of early buyers, we intend to have our stock all in our warehouse by February 15, when the trade is welcome to make a thorough inspection of it."

## THE MCCALL CO. OPEN ON FEBRUARY 26.

The large warehouse of The D. McCall Co., Limited, presented a most active and businesslike appearance when THE DRY GOODS REVIEW representative called in search of information regarding the styles, etc., for the coming Spring and Summer seasons. In every department throughout the house, the greatest activity prevailed. "We are preparing for the greatest millinery season the trade has ever experienced," said Mr. McCall; "everything points to big business in millinery this season, and you must admit that the appearance of our stock will bear out my statement when I say we are prepared to meet all demands the trade may make. We are, as you see, ceiling-high with new goods in every department, and what is most important to know is that what we have is what the trade evidently want.

"Our orders to date are something enormous. To give you an idea of the popularity of our goods and the increase of business which is coming our way, it will be sufficient to say that we have been shipping since the middle of January, day and night, which is some three weeks earlier than heretofore, and we expect it will take us all our time to get all forward before the rush of the opening is at hand. We hold our opening on the week commencing February 26—always the big event of the season—and it will be bigger this season than ever.

"We have already had the pleasure of waiting upon a number of our customers from the more distant points. From now until opening week, our warehouse will be thoroughly alive with buyers from all over Canada.

"We have just received word from the Maritime Provinces that a large party will soon be on their way to attend our opening, and we have also advice from the Northwest and British Columbia to the same effect. Yes sir, this will be the greatest

# Wholesale Millinery

CANADA'S GREATEST MILLINERY HOUSE.

EXCLUSIVELY MILLINERY.

In response to the wish of the Trade in general throughout Canada we beg to advise that we have decided to hold

**OUR OPENING** week . . .  
commencing  
**... FEBRUARY 26th**

Our preparations for this event are such that we have no hesitation in stating that on no past occasion in Canada have the Trade seen such a

Grand Display of

**Trimmed Millinery and Millinery Novelties**

as we will place before them on above date.

The Greatest Display,  
The Greatest Variety,

The Greatest Stock,  
The Greatest Value,

and a cordial welcome to all Buyers.

**The D. McCall Co., Limited**



**MILLINERY—Continued.**

opening ever held in Canada in every respect, and you may depend upon it that we are doing our utmost to make it a meritorious one, so that it will do us good and be a credit to Toronto, 'the fashion metropolis of Canada.' With regard to the visit from our Maritime Province friends it may be well to remark that it has been customary for most of these people to go to the New York and Boston openings in the past. So you must admit that it speaks well for our reputation as producers of the correct styles, etc., to effect such a desired change.

"There is another matter which we find is working to our advantage, and that is the fact that we carry millinery exclusively; nothing but millinery, and millinery in all its branches, and in the greatest possible variety. Our whole time and attention is devoted to millinery. This explains, to a great extent, the great increase in our business of late years.

"As to styles for the coming season, you will find that, in hats, the demand for early trade will be strong on the order of the Spanish turban. The tendency seems to be for large and higher crowns than previous seasons. A novelty of the season will be made up of row and row alternately of straw and chiffon, and again of straw and taffeta silk. Toques are shown by all the leading modistes in Paris. They are rather large and will be worn more over the face than usual.

"In trimmings, the variety is quite extensive, including straw galoons, all-over nets, malines, muslin de soie, horsehair sequins, etc.

"The very latest materials include straw embroidered chiffon, muslin de soie, tulles, hand-painted tulles and chiffons, horsehair, sequin and straw, crinoline, tuscan straw braids, all over nets, and sequins of all kinds.

"Flowers are much in evidence and in great variety. The leaders will be roses, poppies, grapes and beautiful colorings in the pastel shades and autumn tints in foliage. A novelty is shown in the pastel shades of soft muslin, which looks particularly well in roses and poppies.

"In ribbons, wide widths are being largely used; principally in soft mouseline, taffetas, satin oriental and gauzy effects.

"Ospreys in cross, whip and paradise, demi tips and  $\frac{3}{4}$  flats will also be used considerably.

"In colors, the leading shades are aquarelle, pastel, fresque (new green tones), Van Dyck, Rubens, Raphael (old rose tones), Watteau, Murillo, Rembrandt (new blue tones), Athos, Porthos, Aramis (heliotrope tones). Good staple shades are paille, beige, tabac, parme, violet, argent, oriental, turquoise. The pastel shades are undoubtedly correct. They are being used extensively, and are certainly very pretty in all classes of goods. In combinations, as many as six or eight shades are grouped together. A particularly good combination which will find favor this season is black and straw.

"So much for anticipations," concluded Mr. McCall, "come around on our opening day, February 26, and see the results of our efforts."

**WHAT THE IVEY STYLES WILL BE.**

The John D. Ivey Co., Limited, again furnish some advance notes, concerning everything in millinery for the coming season.

Beginning with the shapes, they state that the latest creations exhibit a good deal of novelty, the most noticeable change being in the form of the crowns, which are higher and plainer than formerly, while the trimming is lower and mostly on the brims, giving them a thicker appearance.

Many toques, however, are shown with low or dome-shaped crowns, and the trimming consists chiefly of a drapery of tulle, chiffon, net or lace prettily knotted. Other toques are more of the hat-shape form with medium width brim. The "Amazon" hat, with the brim drooping in front and back, and curving up at the sides, is a most "distingue" style. Some very swell shapes are verging on walking hat and turban form.

Now for materials: The existing vogue for tulle, chiffon, silk, muslin, nets and laces lends itself accommodatingly to the dainty combinations with more staple fabrics, such as, tulle



No. 1, The J. D. Ivey Co., Limited.

"Amazon" hat of black chiffon finely folded around crown. Apricot velvet "pinched" facing, over which is a drape of black real lace, ostrich feather and paradise mount being the decoration.

and velvet, chiffon and taffeta silk and ribbon, or the newer material "Flambuoyant," which is exceedingly lovely in the pastel shades. By the way, these tints are so beautifully blended that one color seems dissolved in the other, or to be "only the shadow" of the colors used in preceding seasons. A combination of five or six shades of these delicate colors now appear on one hat, or are used with contrasting colors of rich deep hues. Tulle and velvet employed in this way are most effective.

This firm's last Spring "opening" of the 19th century bids fair to outshine all previous efforts. The materials being used in their pattern hat department are of such rich manufacture that the models are really "works of art."

Laces have a prominent place, and are lavishly used in trimming, making and veiling, and are shown from the exquisite real lace, to the pretty and inexpensive imitation.

Soft ribbons, in plain taffeta or satin, also enter largely into the manufacture of millinery, and are used in combination with other materials.

The pastel tints in flowers are a leading feature; they are to be seen in endless variety. The most popular, at present, are roses, violets, cowslips, pansies and hyacinths. Unmounted roses make a splendid under-brim facing for large hats, and violets and white cowslips make pretty edges for outlining shapes. The "high novelty" of the season is "giant" flowers in beautiful pastel tints. Foliage of every description is indispensable. Some hats are entirely floral, with a real lace "Alsatian" bow for trimming. Ostrich feathers and paradise play an important part in giving a graceful sweep and finish to an "Amazon" or large hat, and will be much used. Orna-



35 Milk Street, London Eng.  
75 Queen Street, Ottawa.

FACTORY AND WAREHOUSE  
TORONTO  
406 AND 411 KING STREET

1886 Notre Dame Street, Montreal.  
70 St. Joseph Street, Quebec.

## EVERYTHING FROM EVERYWHERE



THE CHOICEST goods are bound to be where the power of collecting is greatest. That power is no more reflected in capital than in the agencies capital employs. A buyer must know his goods; he must get the best in the world for the money; he can't pick the best without knowing all, comparing all, turning pounds, francs, piasters, marks, rupees into dollars, computing expenses, duties, freights; he must know qualities, fashions, makes, makers, materials; he must choose out of all the world for all sorts of people with all sorts of tastes.

That's what we've been doing for months past in millinery and fancy dry goods, and there are surprises lying in wait—surprises in style and pattern, in color and tone, in everything you may expect and things you don't expect, with the mark of exclusiveness all over them—the best and biggest stock ever under one roof in the Dominion.

Easter is far down in the calendar this year. For that and other seemingly good reasons, tho' we were ready for the earlier day, the buyers had their way. So our opening day comes a little later this Spring—not until Monday the fifth of March.

The markets of the world have been laid under contribution; but not indiscriminately. Every selection has been made by trained skill and approved by cultured taste, by Dame Fashion herself. If you seek a feast of beauty, it will be here; if you seek stock that will be of the greatest use, here it is, also.

No need to magnify our facilities for the showing and the seeing. Is there a higher, wider, lighter warehouse in Canada,—our own new one next door alone looks down upon us.

Toronto Globe Mondays and Thursdays  
Toronto World Wednesdays and Saturdays

S. F. MCKINNON & COMPANY  
LIMITED



# Millinery Opening

~ Spring 1900 ~

## MONDAY, 5th MARCH

AND FOLLOWING DAYS.

Agreeable to the expressed desire of many millinery buyers, and the trade generally, we are making our *Spring Opening* somewhat later than usual this season. We make our *Grand Display* on above dates.

Our new importations, which are much heavier than usual, are being rapidly placed in stock, and by

### MONDAY, FEBRUARY 19,

we shall have complete ranges of everything new, and be quite ready for all *Early Buyers* who may find it necessary or can make it convenient to be then in the market.

## CHAS. REID & CO.

9 & 11 Wellington St. East.,

TORONTO.

610, 612 & 614 BROADWAY, NEW YORK.  
2, 4, 6, 8, 10, 12, 14 & 16 E. HOUSTON ST

WHOLESALE  
MILLINERY GOODS.



WHOLESALE ONLY.

AS I LIVE I GROW.

TRADE MARK

(TERMS NET CASH.)

**C**ANADIANS are all right. Do you know that up to a few years ago we were under the impression that Canadians were back numbers and only half civilized? But for the past year or two they have been dropping into our place quite lively, and we find them up-to-date and go-a-head hustlers. In fact, we have a wonderful opinion of Canadians to-day; for instance, J. N. McKendry, of Toronto, is one of the sharpest men that enters our store. His face is streaked with honesty and integrity, and all my buyers say he has lots of gunpowder in him. Let the Canadians come! We have everything in the Millinery line, including Pattern Hats, sold for Net Spot Cash and at prices that will gladden your heart and bring a sunshine smile to your countenance even if you were glancing at a cemetery.

Look for our 64-page catalogue. It is filled with bargains, all of the latest ideas, and at about half the price that the old-fashioned regular houses will charge you. Keep your eye on us! We are like the Canadians—we are all right.



JOHN MILES

(INCORPORATED)

Our Pattern Hats at \$3.00 and \$4.00 each are wonders for the money.

They are Direct Copies from the Imported.



**MILLINERY—Continued.**

ments are used as much as ever. Some very unique designs are shown in pastel, pearl, steel and jets. The straw hat department, under the management of Mr. McKinlay, whose reputation is well known to the trade, will be most complete, comprising the very newest shapes and brands from the best manufacturers of Paris, London and New York. The styles, shapes and brands shown, from the nobbiest dress hats to the common, ready-to-wear goods, demonstrate that nothing has been overlooked in this department, and argues well for an immense season's trade. Leghorns and other brands have advanced considerably over previous seasons, but, by placing large contracts a long way ahead, we will be enabled to give the trade the advantage of buying their goods at practically old prices. No merchant or milliner should place their hat orders without first giving this department a good look through.

The firm have again found it necessary to further enlarge their trimming-rooms to accommodate this fast-growing department. Milliners, representing the most prominent retail establishments in the Dominion, avail themselves of the advantage of copying patterns for themselves, with very satisfactory results.

Referring to the general opening on March 5, this firm express the opinion that the trade will highly appreciate the change to the first week in March. They state, however, that though their general opening will be later than usual, they will be prepared to receive and wait upon early buyers any time after February 16, as importations are already well forward.

"The prospects for the coming season," stated Mr. Ivey, the president of the company, "are most encouraging. The styles and shades blend themselves to a very profitable millinery business. Our early orders are far in excess of any previous year. Payments are satisfactory. In every way business is certainly in a most healthy condition."

**IN NEW PREMISES.**

The removal of Cockburn & Rae, wholesale milliners, Toronto, from their premises at 8 Wellington street west to their present warehouse, 46 Bay street, has given that firm excellent facilities for increasing their already large trade. The new premises comprise five large floors. Three of these

are devoted to the stocking of millinery requisites; one contains the work-room and the show-rooms. The other is devoted entirely to the receipt and shipment of goods. The work and show-rooms are on the top, or fourth floor. Here, about 500 pattern hats are shown. As none of these are copies, all being Paris productions, the assortment is both large and varied. The work room is thrown open for the convenience of any of the trade throughout the country who may desire to copy any of these models.

The third floor is devoted to flowers and feathers. This stock, which is both comprehensive and varied, shows a pre-dominance of roses among the flowers. The pastel shades, particularly fresque, rubens, gouache, wateau and khaki, are everywhere in evidence. The foliage comprises some of the finest fabrics that have ever been shown. Maiden hair ferns, violets, roses and capucine are shown in quantities that evince their popularity. A large variety in shape, color, size and price of the novelty of the season in foliage, the bunch of grapes, is shown, together with the big stock of all kinds of feathers and flowers, on this floor.

Trimmings take up the second floor. Chiffons, mechlins, tulles, etc., are very much in evidence in all the popular colors, of which black, white and the pastel shades seem to be in chief favor at the moment. A lot of straw braids, and narrow straw edgings in tuscan braid are also shown. In ornaments, the

correct articles are medallions, which are as tasty as they are new. In ribbons, while all widths and shades are shown, the great number of large widths in soft shades show a special call for this class of ribbon.

On the first floor, hats and children's headwear are arranged. This firm have always made a specialty of children's headwear, and are taking advantage of their increased facilities to further enlarge and complete their assortment in this line. On this floor are also the general and private offices.

While all the floors are already well stocked, the large number of unopened boxes on the ground floor show that more goods are being steadily received. For the convenience of buyers, who wish to visit the city previous to the first opening day, March 5, the warerooms have already been prepared, and the trade are invited to inspect this firm's stock at any time.

**A CHAT AT MCKINNON'S.**

"Is there anything new! My dear man, is there anything that isn't new?" was the question put back to THE DRY



No. 2—The J. D. Ivey Co., Limited.

Small toque of black crinoline and tuscan beads, "Pastel" shades of velvet in combination with tulle and steel buckles.



No. 3—The J. D. Ivey Co., Limited.

Cream mohair hat, with ruffles of crinoline and tuscan; Battenburg lace brim, trimmed with cream satin ribbon and trailing ornamented roses.



The . . .

# John D. Ivey Co.

Limited

## MILLINERY OPENING

Our workrooms are now open for customers who desire to copy French Pattern Hats and Bonnets.



Importations will be complete Feb. 14, when we will be pleased to receive and wait on early buyers.

We respectfully invite you to our . . .

### First Spring Opening

— COMMENCING —

### Monday, March 5th

and following days.

### Paris and London Styles

### Novelties in all Departments

for 1900.

Both in Toronto and at our Montreal Branch.

### TORONTO

### MONTREAL



**MILLINERY—Continued.**

GOODS REVIEW at the factory and warehouse of S. F. McKinnon & Co. "Look around you. The goods we told you of a month ago have been coming, and coming, and still are coming, world without end. Yes, our stocks in strictly millinery are much larger than in any previous year, and we have branched out much heavier along kindred lines in fancy dry goods. In both stocks we shall control much that is new and exclusive. A rapidly-increasing and expanding trade, and a trade outlook that speaks well for the Dominion, our leadership and confidence in what we see and the reports that come to us have each played a part in the accumulation of these great stocks—better and greater than ever before under one roof in all Canada. There is another reason, however, that is especially pertinent just now. The retail merchant goes to Europe less and less. He has paid well for the information, but he has found out that it costs just as much in time and dollars to go to Europe and buy \$1,000 worth of goods as it does to buy \$100,000 worth; that he can't get all the discounts that go along with big buying year after year; that the big buyer controls many lines that are bound to popularity; that his own selections are put in the shade, and he must sacrifice to meet popular demands; that he is often unable to take advantage of offerings because of his own unwise selections; that costs him more, yard to yard, item to item, to put the goods in his store than the same goods bought at home. He is finding out that he can use the wholesalers' resident buyers practically as his own, get quicker deliveries, make money and avoid risks, bothers, mistakes, expense, and—it's direct importation just the same, after all.

"Yes, you might call on Mr. Alexander, but he's a busy man these days—all is life and preparation up among the mantles, and he'd have to talk in a wholesale way. He'd say that 'McKinnon-made' jackets, coats, cloaks, suits and costumes are coming out and going out by thousands—that means perfection and popularity."

**TRIMMINGS.**

As the wholesale dry goods and manufacturing trade has increased in Canada so did M. Markus, of Montreal, increase his stock of trimmings and smallwares for this trade. There is no order too large, none too small to be filled immediately.

In quality as well as prices this firm claim that they can't be beaten, and, as they control the sale for many foreign manufactures they are able to meet any outside competition.

If you have never bought of this firm, Mr. Markus thinks a trial order would convince you that it would be to your interest to buy of them.

**STRIKING FEATURES IN THE NEW FASHIONS.**

When the representative of THE REVIEW visited Chas. Reid & Co., Toronto, he found that firm busy making extensive preparations for an active trade this Spring.

"We are looking forward to a fine millinery season," said Mr. Reid, "One which will be profitable to the milliner. Styles and fashion enhance this view. Everything, even colors, lend themselves to softness combined with richness. Chiffons, crepe de chine, tulles, gauzes, taffeta silks, liberte satins, laces, wide soft ribbons, all combine to make a milliners' season.

"Without doubt, the leading shape of the early Spring will be the toque, made up from the before-mentioned materials, and in combination with straw braids of soft tuscan, cuba, or silk. Sequin trimmings are to the front again, the chief colors

being *claire de lune*, black and silver, and black. Lace applique will be very good, and all indications point to this being the best flower season, especially in roses, for several years. Ostrich feathers, of course, will have a good place.

"One of the handsomest patterns is a large black hat of fine chip straw trimmed with wide liberte satin ribbon in a soft pastel shade called 'Miniature,' something like the old crushed strawberry shade, with two large ostrich feathers to match. A striking feature in flowers on some of the toques is a large bunch of grapes and foliage. This, in combination with a tuscan shade of folded crepe de chine has a decidedly handsome and dressy appearance.

"Laces, of all kinds, for millinery and dress will be very good. In all-overs there are some very striking designs. This branch of the trade promises to be a large one the coming season, especially in the finer grades.

"Fringes, so long dead, have suddenly leapt into prominence for dress and millinery trimming; the wide ones for dresses, sashes, and scarves. The narrow ones in combination with lace are selling more freely and promise to have a good run. Colors are taking very well, but blacks and whites have the first call.

"With regard to colors, there is no doubt that in England, where there is so much mourning just now, black and white and black will prevail, but this will not militate against the use of colors in this country. Black, white, cream and tuscan, however, will be the leaders.

"Veilings, which have had a setback for about two years, are again to the front, and promise well.

"Prices of many lines; in fact, nearly all lines, have advanced enormously since October, and late buyers will be at a decided disadvantage. We were very fortunate in making all our contracts early."

**SPRING MILLINERY COLORINGS.**

Color is a question of paramount importance to the buyer of millinery goods. Too much stress cannot be put upon this feature. Time and thought given in obtaining correct information regarding the colors of a new season are both well expended, says The Dry Goods Reporter. The success in selling depends so much upon the right choice of colors.

Every season in millinery is a law unto itself. For it is, more than all others, the trade in which novelties thrive. A season is largely made up of a succession of "fads" which give leaven and lightness to the bulk of staple trade.

The color "fad" is unquestionably the most important and far reaching, and has more to do with the value of millinery goods than possibly all of the other "fads" of a season.

Indications are that this will be more than ever true in the coming spring season. While there will be a full quota of novelty shapes and novelty materials, the special feature of the season will be the new colorings—the pastels.

Enough has already been said of the pastel tones to convey an idea of their character. They are shown in sufficient numbers to afford much variety in the making up of stock.

Contrasts and harmonies in color rather than matches will be the scheme of this Spring's millinery. Genius for color combinations may be exercised to the fullest extent in building the hats.

The syndicate color card contains several series of pale, rather dull greens, all of which are marked as strong favorites, of dull pale pinks, blues, straws and mauves, the last having an excess of pink in their composition. All of the pinks and

# COCKBURN & REA . . .

46 BAY STREET

TORONTO.

The Millinery Trade of the Dominion are invited to inspect  
the magnificent display we are making in

## Our New Premises

### No. 46 Bay St., Toronto.

OUR WORKROOM is now open for all Milliners who wish  
to copy, under the supervision of *Miss Mahaffy*.

We shall be ready for early buyers on and after *Feb. 12th*.

New Address : Cockburn & Rea, 46 Bay St., Toronto

## Millinery Goods

### Spring 1900

e e

**First  
Opening,  
Monday,  
5th March**

and  
following  
days.

**Our Opening**, this season, will be marked by a larger stock, wider range, and more select assortment than we have ever placed before the trade.

**Trimmed Goods** in great variety will be a distinguishing feature. Imported models from eminent Paris and London modistes, together with copies and patterns from our own work-rooms, will illustrate the newest and most fashionable styles for Spring.

**Early Buyers** will find us fully prepared to meet their wants by 15th February.

INSPECTION INVITED.

## G. GOULDING & SONS

PARIS, FRANCE,  
35 Rue Poissonniere.

55 Bay St., TORONTO.



**MILLINERY—Continued.**

mauves combine harmoniously with the greens, yellows and blues, and the latter with each other. It is in such combinations that the pastels will be chiefly used.

While at first glance it would seem that the pastel tones were too much of a novelty to be used by the general trade, yet it may be recalled that when some years ago faded colorings were fashionable, they immediately became popular with all classes.

The average woman is much more easily persuaded to take a new subdued color than a bright showy tone. Hence it is reasonable to suppose their popularity will readily revive.

With so many light art colorings in vogue there will of necessity be much black required as foil or contrast. Likewise mode and grey tones will carry out many effective color combinations.

In summing up the color features of the Spring it may thus be put in a nutshell, black, grey and mode, enlivened and contrasted with dull blues, pinks, mauves, greens, and straw tones, each in turn contrasting and combining with the other to form the color symphonies of Spring millinery.

**MILLINERY BUSTS AND MANTLE FORMS.**

Millinery, like other things, must be displayed in the show-room and in the window. To do this properly, certain fixtures are indispensable. The making of these fixtures has become a business in itself. Where the construction of wax forms and faces has to be done, a great deal of skill and artistic work are required, and A. S. Richardson, 425 1/2 Yonge street, Toronto, who has gone into the manufacture of such wax goods, has the only establishment of this sort in Canada. The kind of articles made includes fine wax figures, papier mache forms of various kinds. Not only are they suited to milliners, but also to tailors, clothiers, etc. Mr. Richardson has issued an illustrated catalogue with good sized cuts of the wax and other forms, with descriptions and prices. As this is the millinery season when many buyers are in town, their attention may be attracted sufficiently to visit the place, but, if not, any reader, by dropping a card, can get a copy of the illustrated catalogue

**A NEW YORK HOUSE GOES AHEAD.**

A New York firm that is asking for a share of the Canadian millinery trade is that of John Miles, of New York and Paris, a business built up by the courage and ability of its founder. Mr. Miles went to New York from Ireland a poor boy, had eight years' practical experience in millinery and then started for himself in a small way. He has now built up one of the largest and best equipped concerns on this continent. The Canadian trade who may wish to do business with Mr. Miles will be interested in knowing the kind of man he is.

Not long ago Mr. Miles, in an interview with *The New York Star*, described his plan for giving the staff a share of the profits of the concern. His business had quadrupled and he thought of giving his hard-working staff a stake in the concern:

"Beginning January 1, 1900, I advanced the salary of each of the men whom I have taken into the corporation a certain amount, according to what they are now receiving. This advance will not be given them each week, but will remain in the treasury, representing so much stock. When it has reached \$100 in each case, a certificate will be given for that amount, which is worth its face value under all circumstances. The certificate can be cashed upon receipt if the holder desires,

but otherwise, at the end of each year, he is entitled to his pro rata share of the profits of the business."

"Suppose, for some cause or other, an employe, who is a member of the company, is derelict in his duty or in any other way becomes unworthy of your confidence?"

"I have taken good care of that," answered Mr. Miles, "for in such event he would be given the full value of his certificates in cash and whatever else was coming to him up to that time and then dismissed. Besides this, I have also instituted a pension fund for my employes. This, however, is entirely independent of the corporation, being solely taken care of by myself. It is operated in this manner: If any of my faithful workers get too old, or in any other way become incapacitated for work I do not discharge them. I simply send for them and explain that, while I fully appreciate their fidelity, their services are no longer of sufficient value to justify me in paying their full salary, and they can consider themselves retired on a certain sum per week, and if it should so happen that they cannot call for their money each week I will send it to them."

In reply to the remark that this was a most liberal and charitable example in an age when there was too much disposition to throw faithful employes upon the world when they could work no longer, Mr. Miles said: "I am doing simply what my conscience dictates to be right between man and man. I don't pretend to be up in social economy, and those sort of problems, but I know what's right, and try to do it."

**THE GEISHA WAISTS.**

As novel designs in shirt waists are likely to be in great demand this season, some manufacturers are going to extraordinary pains to produce artistic designs. The Geisha waists, manufactured by Frankenthal Bros., 77-81 Wooster street, New York, are an example of what is being done in the line of perfect-fitting garments of superior finish. They are shown in a variety of materials, and prices range from \$4.75 to \$174 per dozen, with over 800 styles to choose from.

**LINENS, COTTONS AND WOOL.**

Irish linens are away up, and the usually cool-headed North of Ireland man has lost his head. Goods which a few months ago were selling at 3d. per yard are now 5d., and this with uncertain delivery. The wool sales have been very firm, especially for fine and superior greasy stock.

The Montreal Cotton Co. have advanced some lines of lawns and muslins. These are almost an exact reproduction of the Scotch goods, and it is very creditable that they should be able to produce a line which it is so difficult to imitate in manufacture and finish.

Early in January the Montreal Cotton Co. issued advances on ducks and suitings, about 1/2c.; on some of the higher lines 1c.

On the 10th, the Merchants Cotton Co. advanced grey drills about 3/4c.

On the 16th, the Montreal Cotton Co. raised Victoria lawns, apron lawns and check muslins about 1/4c.

Under date January 24, the Canadian Colored Cotton Co. withdrew the following lines from the market until further notice: Flannelettes, 450 and 452; shirtings, E E and G G; galateas, G 44; sateen stripes, G 5; dress goods, 888 and 907; Oxfords, s/2; lawns, 2/60; apron gingham, 776 and 783; and cycle suitings, B 17 and B 20.



## STEEL-PLATE ENGRAVED LABELS.

THE use of labels on all classes of garments has now practically become universal. Nearly every leading manufacturer and retailer has his distinctive mark in the form of a label attached to every article he puts upon the market. A firm that devotes its whole attention to the making of steel-plate engraved labels for neckwear, shirts, waists and other garments is The J. L. & M. Jacobs Co. This house originated

its own specialty, and is the only one in its line making white labels exclusively. The busy preparations now going forward on Spring goods call attention to what has come to be regarded as an essential feature of every line—the affixing of the firm label on each garment turned out. In this connection, the card of The J. L. & M. Jacobs Co. in this issue is of added interest. The firm devotes the whole of its big plant in the Elm Square Building, New York, exclusively to the production of steel-plate engraved labels, and the prestige it has won in its chosen field is testified to by the fact that nearly all the leading manufacturers and retailers throughout the country are numbered among its patrons. It is



FRANKENITHAL BROS.,  
NEW YORK.  
(Geisha Waists.)

largely due to The J. L. & M. Jacobs Co. that the old crude method of producing labels has been brought to the present state of perfection. Many of the designs are in the highest degree artistic, and the firm is thoroughly equipped to fill orders in from two to five days. Correspondence is invited by the house, and samples, designs and prices are cheerfully forwarded on request.

## THE POWER OF ILLUSTRATIONS.

Every advertiser could use, profitably, some of the numerous stock cuts that are now being offered by up-to-date electrotypes. Their power in advertisements is of inestimable value, as they attract attention to the advertisement; the first

mission of an advertisement being to attract attention. They make plain the idea; in fact, they photograph the object itself on the mind. A good picture talks foreign languages as well as English and tells a story quicker than cold type.

The successful advertiser of to-day believes in illustrations. Suitable cuts are now among the easiest and cheapest things to obtain. The first small cost of the cuts is further reduced when you take into consideration the fact that they can be used in newspapers, circulars, dodgers, and all sorts of printed matter for years to come. This is the view put forward by The Standard Electrotpe Co., Wilmington, Del., U.S., and they invite merchants, who have seen the print of a cut anywhere that they would like to have, to clip it out and write. They can make it, or a cut of the merchant himself from photo, or of the interior or exterior of store or building or of any article of merchandise.



**The 1900**  
**“Puritas”**

Washed Comforter will be a work of art as well as the embodiment of purity, elegance and comfort.

Over 16 Wholesale Dry Goods Houses in Canada will show a more or less complete line of Puritas Comforters, ranging in price from \$12 to \$36 per doz. Of course you are not buying for full yet, all the same better make a mental note of the word “Puritas.” It stands for purity in comforters, and is becoming a household word from the Atlantic to the Pacific.



This is the tag:

**“PURITAS”**

—\*—

SIZE \_\_\_\_\_ GRADE \_\_\_\_\_

This quilt is filled with white and absolutely pure cotton, which is specially prepared and carded into cross-laps to give extra strength.

**GUARANTEED by the MAKERS.**

Which is also attached to our Samples carried by the Jobbers. A plausible traveller will tell you that such and such an imported article is as good as the “Puritas.” *Ask to see the tag*, and order your goods that way.

**The Alaska Feather &  
Down Co., LIMITED**

New  
Address



**301 St. James St.**



New  
Address

**MONTREAL.**



## NEW GOODS IN WHOLESALE TRADE.

### THE W. R. BROCK CO., LIMITED.

**I**N dress goods, The W. R. Brock Co., Limited, Toronto, are showing seven lines manufactured by a very large German concern that have been doing an enormous business with the United States, the Continent and Great Britain, but any goods sold to Canada have previously had to be bought through some middleman, and this is the first time that the business has been done direct. The lines are: F. M. 1, a cloth called Victorian fru fru, which, made of the finest merino wools, is a perfect texture, having the appearance and touch of silk goods, is quite the rage in London and New York this season. This firm having contracted for a large quantity are in a position to offer these goods at great advantage. F. M. 2 is the Victorian



FRANKENTHAL BROS., NEW YORK.  
(Geisha Waists.)

covert. F. M. 3 Victorian myleanette is a cloth of similar fine yarns to fru fru, but with a sort of granite pattern. F. M. 4 is a drap de Paris, but so far superior to the ordinary as to be almost of a different material. F. M. 5, Victorian Sebastopol, is more of the character of a poplin or bengaline. F. M. 6 is a silk warp henrietta and F. M. 7 is a sedan. All these lines have a finish and touch and a perfection of weave which cannot be surpassed by any maker, and, while by no means cheap goods, they are well within the reach of the majority of consumers,

and, when value is taken into account, are economical.

In a lower line of plain stuff, a cloth worth attention is J. U. 6 Victorian royal, a Bradford cloth of extraordinary value, considering to-day's price. Another of similar texture at an even lower price is the Victorian corkscrew (S 12).

Coming to serges, a wonderful range is seen. There is a Yorkshire serge to compete against the low French goods, 39 to 40 in. wide (S. 11) to retail at 25c. W. H. 8 is, at the same price and same weight, much heavier and wider than what can be offered in all-wool French cloth. But the firm say they still have a few pieces to sell of their W. B. 71—35 and 36 in. Victorian all-wool French serge, which can be retailed at the same price as the two union cloths named. In better goods, W. H. 11 is generally acknowledged to be unsurpassed for value, and it is impossible to get better to retail at 50c. It is made by probably the largest English manufacturers of dress serges, and sold only by The W. R. Brock Co., Limited. In No. 600 Victorian velours, a full range of shades is in stock, and also blacks, but the quantity is limited. In colored fancies the trade has been larger than was anticipated, the numbers specially run on being J. U. 1, a low priced tartan, G. 510, cream, wool and silk, striped goods for blouses and dresses, a stock lot of exceptional value; G. 511, W. 7 and W. 8 are grandrill stripes and checks

respectively, and attractive salable goods, as is also H. 93, washing tweeds. The fancy black trade has been very good, and promises to continue, the great difficulty being the possibility of getting repeats in time. This firm predict a scarcity of new and desirable lines in medium and high-priced stuff.

Fancy silks have been having a brisk sale lately, and this firm have a number of lines which they can offer to the trade at a low figure. These will be quickly sold out. The ranges will soon be broken, and cannot be replaced. Two lines are specially referred to: One of stripes, to retail at 40c. (usually at 75c.), and one of checks at the same. They have also a specially fine line of printed satin foulards, in navy and black grounds with white spots and figures, the most correct style to-day, and a beautiful range of printed Japanese silks, in floral designs, light colored, for blouses and evening dresses. Their staple lines in silks and satins, in blacks and colors, is fully assorted, and, at the prices they are prepared to offer, should be attractive to prospective buyers.

The W. R. Brock Co., Limited, Toronto, are showing some A1 values in embroideries, bought before the advance, and which could not be repeated to day under fully 33½ per cent. more. The edgings and insertions, both in cambric and Swiss muslin, are well represented, besides a number of box-lots, bought as a job, in regular lengths and 4½-yard ends. All-over embroideries and flouncings are also well represented.

Laces and veilings are two lines to which special attention has been paid this season, including the all-over laces, now so much used for various purposes. The muslin department is stocked with all lines, including special values in tucked apron lawns, Victoria lawns, Swiss spots, checked and striped lawns, fancy leno muslins and others, none of which could be bought except at great advances.

The fancy goods department is showing a range of novelties in belts, belt buckles, girdles, beauty pins, skirt sets, blouse sets, scarf pins, hair ornaments in fancy metal, celluloid and horn, unique pompadour and side combs, fancy hairpins, links, and all kinds of new ideas and everyday requirements. In hosiery and gloves, this firm have on many occasions felt themselves in good trim for this important branch of trade, but never in better position than to-day. They placed contracts for cash for immense supplies of cashmere, cotton, lisle and fancy hosiery before the market reached the high point of to-day, also for silk, taffeta, lisle and kid gloves, thus enabling them to quote interesting prices.

In men's furnishings, as previously intimated, trade has much increased since the department was moved into the new annex. This season, it is particularly strong in all kinds of men's and boys' fancy and outing shirts, comprising silk fronts, negligee, regattas, Ceylon, working and other lines, together with full ranges of white and full dress shirts, also unlaundered, including their well-known "Tempter" to retail at 50c. In men's neckwear, large shipments of the latest novelties are received monthly, in styles and patterns abreast of the times. In tailors', drapers', and dressmakers' supplies, the smallwares department receives daily shipments of various lines of necessities to supply the demands of these three lines of business. Any novelty with any merit can always be found there.

### THE MONTREAL HOUSE.

In the staple department of the Montreal house of The W. R. Brock Co., Limited, some stock lots and jobs at interesting prices are offered, as well as a shipment of black and colored satanas. In underwear, special values are shown. The dress goods department are showing all the newest things



on the market in blacks and colors, specially black figures in mohairs, sateens, peorolas, and crepe effects, also cashmeres, poplins, and amazons, at much under present market value.

#### M. SAXE & SONS.

Among the special lines which are to be seen at Saxe & Sons, are English lined suits, with French facings, special quality of linings, at \$5. Also all-wool suits, heavy weight, with handsome patterns in smooth and rough effects, at \$6. A range that has been attracting considerable attention is a heavy-weight blue serge, at \$8. This suit has a soft, smooth finish, and is an imported indigo blue clay worsted, all wool, Italian lining, satin pipe seams, satin linings. Then there is a line of imported French fancy worsteds, satin lined, special, at \$10.

In overcoats, there is a splendid assortment. Amongst the more prominent might be mentioned the covert, self-lined, fancy back Spring overcoat which sells at \$6.50. There is, likewise, a range of English whipcords, lined with skin or satins throughout the body and sleeves, with French facings. This overcoat is gotten up after the latest American style, with three links, price \$10. Messrs. Saxe & Sons expect to be showing their samples for Fall wear within a short time and will be very pleased to hear from the trade with regard to early orders for Autumn goods.

#### NOT THE LOCHIEL.

Yankees are proverbial for their sharpness in business transactions. but there is one point upon which they trust implicitly to the good faith of the Scotch merchants; and that is in buying tartans. The ordinary American has not the slightest conception of the difference between the Campbell tartan and the Stuart, and, as for fine distinctions, he would be lost altogether. At the same time, this style of costume finds great favor in the United States, and tourists in the Old Country make quite a demand for it. The Scotchman may be Sabbath keeping, but he hates to lose a business transaction; and when the particular tartan in request is not to be had, there is always the alternative of palming off some other on the unsuspecting customer.

A lady the other day related an experience of hers in an Edinburgh shop. She had asked for the Cameron tartan, and was shown one accordingly. "But this is not the Cameron tartan," said the lady. "Och, yes," was the reply, "that will be what they are wearin' for the Cameron tartan." "Tut, tut, don't tell me that's the Cameron tartan. It's only a poor thrashy thing, some two or three hundred years old. I want the real Lochiel."

"But sic a gaudy thing will no be for the likes o' you, Miss, never at all."

The whole explanation was that the article in question was not in stock. The Canadian girl, however, was too well posted, and sought elsewhere.

#### THE CLOAK CO.'S ASSIGNMENT.

The assignment of the Cloak Manufacturing Co., of Toronto, Limited, has created some stir in the trade. Mr. E. R. C. Clarkson has been appointed liquidator. The assets, which were stated to be about \$47,000, have been sold for 66c. on the dollar. The liabilities are about \$87,000, the Quebec Bank being a creditor for over \$30,000. The creditors include leading Montreal and Toronto wholesale firms. The failure was precipitated by the recent sudden death of Mr. A. D. Benjamin, who financially backed the company, and against whose private estate the creditors of the firm may be able to

rank. Meantime, the creditors are taking steps to secure their rights. The assets were sold to Parsons & Alley, of Toronto. The new firm will continue the business and will place it on a sound financial basis. Mr. S. R. Parsons, chairman of the Ontario Board of Directors of the Canadian Fire Insurance Co. of Winnipeg, will look after the financial affairs of the new concern, while Mr. W. Sanford Alley, manager of the Oak Hall stores in Toronto, will, it is understood, represent the W. E. Sanford interests.

The proposed organization of knitted goods mills in Canada, heralded by the daily press a month or so ago, has not resulted in anything. In fact, it is reported on good authority that the whole project has fallen through.

## To Calico Printers

Owing to the very considerable advance now asked by English Calico Printers, a firm of agents of long standing have an exceptional opportunity for the introduction of Canadian goods of this character to English and Colonial markets. Write,

"CALICO,"

Care of Gordon & Gotch,

Advertising Contractors,

London, England.

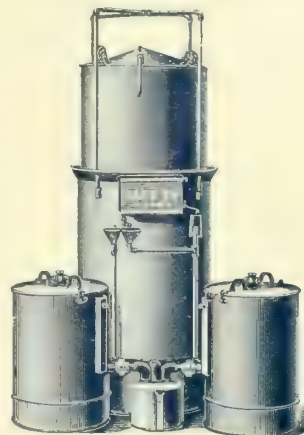
## An Agency Open

A FIRM OF SPINNERS OF

## HIGH-CLASS KNITTING YARNS

having recently lost their Canadian Agent, are open to receive applications from responsible and suitable houses to represent them in Canada. Communications to be addressed to "SPINNER."

LONDON OFFICE. "CANADIAN DRY GOODS REVIEW,"  
109 FLEET ST. E.C., LONDON, ENG.



## THE "SAFETY"

Acetylene Gas  
Machine

Manufactured by

THE SAFETY LIGHT  
& HEAT CO.,

DUNDAS, ONT.

What some of our friends say of us:

Dear Sirs,—I purchased last fall from your agent, Mr. Isaac McKee, one of your Safety Acetylene Gas Machines. I find it very economical and quite satisfactory. I light my store and dwelling. We have a beautiful, clear, steady light and no hitches. I believe it much safer to handle than some machines that I have examined.

W. H. POGUE, Little Britain.

There are 205 in successful operation in Canada.



# MEN'S WOOLLENS and TRIMMINGS

The features of our stock are

## Style and Quality

and in almost every line our prices are much under to-day's value. In soliciting your trade for the coming season we do so confidently believing that we are in a position to serve you well, and place before you a very complete assortment of

FANCY WORSTED  
and  
TWEED

LLAMA

VICUNA

COVERT

VENETIAN and

WHIPCORD

Plain and Fancy

WOOLLEN and  
WORSTED

SUITINGS

COATINGS

TROUSERINGS

WE INVITE YOU TO

# NISBET

34 Wellington St. West,

# LADIES' DRESS FABRICS

The development in this department of our business can be summed up in one word: ENORMOUS, and the features of it are

## EXCLUSIVENESS AND VARIETY

and consist of the best things that can be produced by the foreign and domestic manufacturers in goods of the better class in

PLAIN CLOTHS

HOMESPUNS

FANCY TWEEDS

CLAN TARTANS

REVERSIBLE SUITINGS

FANCY RUGS, Etc.

Many of our customers who received delivery of our "Blair Athole" Ladies' Suitings in December have already placed repeats.

CALL WHEN IN TORONTO.

# & AULD

 TORONTO



## MUSLIN UNDERWEAR AND BLOUSES.

### THE WHITE GOODS SALES.

THE white goods sales this season are exceedingly satisfactory as far as can be learned. In the cities some extensive displays were made of these lines, and the advertising through the press was quite as extensive as usual. It is not easy to account for the popularity of these sales in the cold month of the year, but the fact remains that women buyers either put by money, or get the cash by asking for it, in order to purchase quantities of white goods in the shape of clothing or household linen not for use until later. The sales this year have been satisfactory, and better quality of stuff has been readily demanded.

The expected rise in prices for muslin underwear, announced in this column last issue, has been a similar movement to what has taken place in the United States. The Economist notes that New York retailers have announced that it will be impossible to duplicate the underwear they now control at present prices. One merchant advertises that on gowns for which he has been paying from \$4.50 to \$5 he must hereafter pay from \$4.75 to \$5.75 for, and other garments in proportion.

It will be noticed that retailers are in a measure preparing their trade for higher prices. It is hoped that, to a large extent, this will do away with low-priced underwear.

It is reported in the same quarter that hemstitched effects in underwear will certainly obtain in the lower price grades, as the trade prefers them to cheap laces.

There is a new material which will only appear in fine chemises, corset covers and drawers. In substance it seems thinner and finer than silk mull. Enough of the fabric to make a corset cover can be crushed in the hand. It is certainly very dainty and will make up exquisitely in the finer pieces. It will doubtless figure to quite an extent in the creation of trousseaus for the Easter season.

Now, the credit of being the creator of the first big January sale belongs, says our contemporary, to a merchant of Philadelphia. The idea was born with him from the fact of his noting the large number of cases of cottons that were going out from his house during December and January. He wondered, "What does this wholesale buying of muslins mean? Not all can be made up into sheets and pillow cases, or shirts. In those days flimsy nainsook and lawns were unknown. It must be that enough underwear is made during the snowy season to practically carry the whole family through the year." It meant that grandmother, mother, and sister were not intending to pass the balmy Spring and Summer days plying the needle. "If this is what the buying of so many pieces of cottons means, why would not ready-to-wear undergarments appeal to the housewife?"

Forthwith our merchant sets out in the Summer season and bids manufacturers make up their samples so that he can book an order for undergarments to be delivered in December or January, as was the case in the early days, with which he could surprise his customers. This first sale was very small compared to the second, and the third opened the eyes of the community. After the second sale producers were awake, and drummed for

business in other directions. Not many manufacturers took hold of the idea in the early days, but enough were interested to keep the factories running during the dull season.

### BLOUSES.

In the blouse department there is a very general demand for goods with insertions and with all-over fronts. These are selling as high as \$38 and \$40 per dozen. There is also a good demand for open work. The new dress sleeve is the great thing for white goods and muslins. The cambric blouses are still made with the shirt sleeve, laundered cuffs and collar. In colored goods, stripes are still the article wanted, and large figures are receiving a good deal of prominence.

In all the white goods and muslins the French back will be used. Also in the mercerised stripes, where goods are stable enough. It may be explained that the material used in the French back needs to be specially good, because this shape causes quite a strain across the yoke. The tucks in the back are with three pleats on each side, tapering from the yoke to the waist. This makes an exceedingly nice effect. These are being made of white rep piques and corded piques.

There is in addition a large demand for silk blouses. The prices have advanced on account of the advances lately made in raw material. Even in the cotton blouses prices are up, and when the stuff now being worked on is used up, there will likely be a further rise. The moral is, "order early."

### LATEST EFFECTS WITH COSTUME GOWNS.

Our Montreal friends, Messrs. Brophy, Cains & Co., say: "Soft, fluffy effects at the neck make the severe tailor gowns more attractive and becoming, and the long lace jabots are particularly good for this sort of thing. It is absolutely reckless the way in which real lace veils are utilized for these neckties. But the best material of which to make them is the lace net a yard wide that is tied into a bow, with a small knot in the centre, and then the ends are left to hang down. They must not be left with the unfinished ends, however, but must be finished with a little narrow lace of the same description. When bows of chiffon are used the ends must be made of the lace, but just for the present the bows made entirely of lace are more worn.

"This is in keeping with the general drift that is observable in every department appertaining to ladies dress, everything is fanciful and flowery, hence lace and all other gauzy tissues are the chief need of the hour.

"No stock that a retailer can keep is susceptible of a better profit, nor is there one more attractive."

I regret to announce that Mr. Henry Macartney, whose visits to England on behalf of Messrs. Gault Bros. & Co., Montreal, have frequently been chronicled, died recently from a paralytic attack. Mr. Macartney had just attained his half-century, and had been over a quarter of a century with Messrs. Gault.—London Drapers' Record.

Nisbet & Auld, Toronto, report to hand repeat shipments of all clan tartans, including the "Elliot," or "Minto" tartan, which was reproduced in our January issue. This firm state that they are in daily receipt of novelties, very many of which cannot be secured elsewhere. This statement, coming from a house which knows what is right, and is in touch with the various markets, will be understood by the trade to be of importance. Their stock is as comprehensive as is consistent with a house which is always in the market for new goods. Regarding values, they state much briefly when they say that, almost without exception, none of their lines could be repeated at to-day's prices.

THE

# **CANADIAN COLORED COTTON MILLS COMPANY**

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale  
Trade supplied.

**D. MORRICE, SONS & CO., AGENTS**  
MONTREAL and TORONTO

# **DYEING DRY GOODS and MILLINERY**

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

**BRITISH AMERICAN DYEING CO.**

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner

Principal Offices: 215 McGill St., Montreal  
287 Yonge St., Toronto.

123 Bank St., Ottawa.  
47 John St., Quebec.

Use the "Derby Link," No. 2



Patented Nov. 28, 1898.

**FOR ALL CUFFS.**

Use the New "Star" Cuff Holder



Patented.

**For Link and Plain Cuffs.**

Keep your trousers up with the  
"Automatic" Bachelor Button



WRITE  
TO YOUR  
JOBBER.

NO  
NEEDLE  
REQUIRED.

The New Automatic



U.S. Patent June 5, 1894. Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.

Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The J. V. Pilcher Mfg. Co., Sole Manufacturers,  
LOUISVILLE, KY.

# **The Celluloid Company**

30, 32, 34, 36  
Washington Place

**NEW YORK**

ORIGINAL and ONLY  
Manufacturers of

"CELLULOID" Interlined Waterproof  
Collars and Cuffs . . .

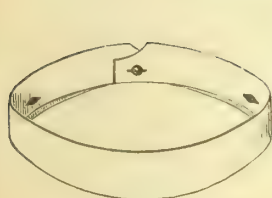
All goods made by us are stamped as follows:

**Absolutely No**

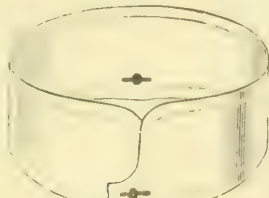


**Others Genuine**

Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



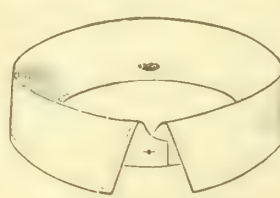
ROMAN



BERKELEY.



TITAN.

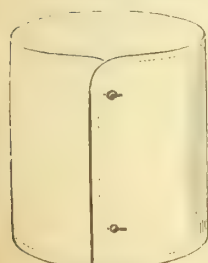


BICYCLE.

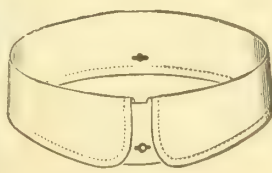


ROYAL

Roman, Cardinal and Bishop Collars may be had plain  
or with either three or five button-holes.



EXCELSIOR.



SAVOY

## **CAUTION**

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



**The Celluloid Company**

FIFTH AVE



# SYSTEMATICALLY

---

If you want to buy or assort a stock of dress goods, silks, hosiery, muslins, laces, embroideries, prints, linens, staples, men's furnishings, smallwares, carpets, housefurnishings, woollens, tailors' trimmings and dressmakers' supplies, there are no warehouses in Canada to-day, under one roof, where you can do either so advantageously as at

## John Macdonald & Co.'s

Wellington and Front Sts.  
TORONTO.

Their stock is always new and fashionable, and the display for Spring Season is most assuredly very attractive. Their terms and cash discounts are liberal; their system and facilities for doing business unequalled. Letter orders placed with them receive the same attention as if placed personally.

---

# COMPREHENSIVE



VOL. X.

MONTREAL AND TORONTO, MARCH, 1900

No. 3

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES  
CRAVATS  
COLLARS,  
BELTS ETC

TIDSWELLS

Factory:  
Old St., London.

3 and 2 Wood Street,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,  
SKIRTS, ETC.

Canadian Buyers will always find the very latest  
Novelties in Ladies and Childrens

SKIRTS, BLOUSES, JACKETS,  
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
samples, and learn your tastes.

CORBY, PALMER & STEWART

21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 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1861, 1863, 1865, 1867, 1869, 1871, 1873, 1875, 1877, 1879, 1881, 1883, 1885, 1887, 1889, 1891, 1893, 1895, 1897, 1899, 1901, 1903, 1905, 1907, 1909, 1911, 1913, 1915, 1917, 1919, 1921, 1923, 1925, 1927, 1929, 1931, 1933, 1935, 1937, 1939, 1941, 1943, 1945, 1947, 1949, 1951, 1953, 1955, 1957, 1959, 1961, 1963, 1965, 1967, 1969, 1971, 1973, 1975, 1977, 1979, 1981, 1983, 1985, 1987, 1989, 1991, 1993, 1995, 1997, 1999, 2001, 2003, 2005, 2007, 2009, 2011, 2013, 2015, 2017, 2019, 2021, 2023, 2025, 2027, 2029, 2031, 2033, 2035, 2037, 2039, 2041, 2043, 2045, 2047, 2049, 2051, 2053, 2055, 2057, 2059, 2061, 2063, 2065, 2067, 2069, 2071, 2073, 2075, 2077, 2079, 2081, 2083, 2085, 2087, 2089, 2091, 2093, 2095, 2097, 2099, 2101, 2103, 2105, 2107, 2109, 2111, 2113, 2115, 2117, 2119, 2121, 2123, 2125, 2127, 2129, 2131, 2133, 2135, 2137, 2139, 2141, 2143, 2145, 2147, 2149, 2151, 2153, 2155, 2157, 2159, 2161, 2163, 2165, 2167, 2169, 2171, 2173, 2175, 2177, 2179, 2181, 2183, 2185, 2187, 2189, 2191, 2193, 2195, 2197, 2199, 2201, 2203, 2205, 2207, 2209, 2211, 2213, 2215, 2217, 2219, 2221, 2223, 2225, 2227, 2229, 2231, 2233, 2235, 2237, 2239, 2241, 2243, 2245, 2247, 2249, 2251, 2253, 2255, 2257, 2259, 2261, 2263, 2265, 2267, 2269, 2271, 2273, 2275, 2277, 2279, 2281, 2283, 2285, 2287, 2289, 2291, 2293, 2295, 2297, 2299, 2301, 2303, 2305, 2307, 2309, 2311, 2313, 2315, 2317, 2319, 2321, 2323, 2325, 2327, 2329, 2331, 2333, 2335, 2337, 2339, 2341, 2343, 2345, 2347, 2349, 2351, 2353, 2355, 2357, 2359, 2361, 2363, 2365, 2367, 2369, 2371, 2373, 2375, 2377, 2379, 2381, 2383, 2385, 2387, 2389, 2391, 2393, 2395, 2397, 2399, 2401, 2403, 2405, 2407, 2409, 2411, 2413, 2415, 2417, 2419, 2421, 2423, 2425, 2427, 2429, 2431, 2433, 2435, 2437, 2439, 2441, 2443, 2445, 2447, 2449, 2451, 2453, 2455, 2457, 2459, 2461, 2463, 2465, 2467, 2469, 2471, 2473, 2475, 2477, 2479, 2481, 2483, 2485, 2487, 2489, 2491, 2493, 2495, 2497, 2499, 2501, 2503, 2505, 2507, 2509, 2511, 2513, 2515, 2517, 2519, 2521, 2523, 2525, 2527, 2529, 2531, 2533, 2535, 2537, 2539, 2541, 2543, 2545, 2547, 2549, 2551, 2553, 2555, 2557, 2559, 2561, 2563, 2565, 2567, 2569, 2571, 2573, 2575, 2577, 2579, 2581, 2583, 2585, 2587, 2589, 2591, 2593, 2595, 2597, 2599, 2601, 2603, 2605, 2607, 2609, 2611, 2613, 2615, 2617, 2619, 2621, 2623, 2625, 2627, 2629, 2631, 2633, 2635, 2637, 2639, 2641, 2643, 2645, 2647, 2649, 2651, 2653, 2655, 2657, 2659, 2661, 2663, 2665, 2667, 2669, 2671, 2673, 2675, 2677, 2679, 2681, 2683, 2685, 2687, 2689, 2691, 2693, 2695, 2697, 2699, 2701, 2703, 2705, 2707, 2709, 2711, 2713, 2715, 2717, 2719, 2721, 2723, 2725, 2727, 2729, 2731, 2733, 2735, 2737, 2739, 2741, 2743, 2745, 2747, 2749, 2751, 2753, 2755, 2757, 2759, 2761, 2763, 2765, 2767, 2769, 2771, 2773, 2775, 2777, 2779, 2781, 2783, 2785, 2787, 2789, 2791, 2793, 2795, 2797, 2799, 2801, 2803, 2805, 2807, 2809, 2811, 2813, 2815, 2817, 2819, 2821, 2823, 2825, 2827, 2829, 2831, 2833, 2835, 2837, 2839, 2841, 2843, 2845, 2847, 2849, 2851, 2853, 2855, 2857, 2859, 2861, 2863, 2865, 2867, 2869, 2871, 2873, 2875, 2877, 2879, 2881, 2883, 2885, 2887, 2889, 2891, 2893, 2895, 2897, 2899, 2901, 2903, 2905, 2907, 2909, 2911, 2913, 2915, 2917, 2919, 2921, 2923, 2925, 2927, 2929, 2931, 2933, 2935, 2937, 2939, 2941, 2943, 2945, 2947, 2949, 2951, 2953, 2955, 2957, 2959, 2961, 2963, 2965, 2967, 2969, 2971, 2973, 2975, 2977, 2979, 2981, 2983, 2985, 2987, 2989, 2991, 2993, 2995, 2997, 2999, 3001, 3003, 3005, 3007, 3009, 3011, 3013, 3015, 3017, 3019, 3021, 3023, 3025, 3027, 3029, 3031, 3033, 3035, 3037, 3039, 3041, 3043, 3045, 3047, 3049, 3051, 3053, 3055, 3057, 3059, 3061, 3063, 3065, 3067, 3069, 3071, 3073, 3075, 3077, 3079, 3081, 3083, 3085, 3087, 3089, 3091, 3093, 3095, 3097, 3099, 3101, 3103, 3105, 3107, 3109, 3111, 3113, 3115, 3117, 3119, 3121, 3123, 3125, 3127, 3129, 3131, 3133, 3135, 3137, 3139, 3141, 3143, 3145, 3147, 3149, 3151, 3153, 3155, 3157, 3159, 3161, 3163, 3165, 3167, 3169, 3171, 3173, 3175, 3177, 3179, 3181, 3183, 3185, 3187, 3189, 3191, 3193, 3195, 3197, 3199, 3201, 3203, 3205, 3207, 3209, 3211, 3213, 3215, 3217, 3219, 3221, 3223, 3225, 3227, 3229, 3231, 3233, 3235, 3237, 3239, 3241, 3243, 3245, 3247, 3249, 3251, 3253, 3255, 3257, 3259, 3261, 3263, 3265, 3267, 3269, 3271, 3273, 3275, 3277, 3279, 3281, 3283, 3285, 3287, 3289, 3291, 3293, 3295, 3297, 3299, 3301, 3303, 3305, 3307, 3309, 3311, 3313, 3315, 3317, 3319, 3321, 3323, 3325, 3327, 3329, 3331, 3333, 3335, 3337, 3339, 3341, 3343, 3345, 3347, 3349, 3351, 3353, 3355, 3357, 3359, 3361, 3363, 3365, 3367, 3369, 3371, 3373, 3375, 3377, 3379, 3381, 3383, 3385, 3387, 3389, 3391, 3393, 3395, 3397, 3399, 3401, 3403, 3405, 3407, 3409, 3411, 3413, 3415, 3417, 3419, 3421, 3423, 3425, 3427, 3429, 3431, 3433, 3435, 3437, 3439, 3441, 3443, 3445, 3447, 3449, 3451, 3453, 3455, 3457, 3459, 3461, 3463, 3465, 3467, 3469, 3471, 3473, 3475, 3477, 3479, 3481, 3483, 3485, 3487, 3489, 3491, 3493, 3495, 3497, 3499, 3501, 3503, 3505, 3507, 3509, 3511, 3513, 3515, 3517, 3519, 3521, 3523, 3525, 3527, 3529, 3531, 3533, 3535, 3537, 3539, 3541, 3543, 3545, 3547, 3549, 3551, 3553, 3555, 3557, 3559, 3561, 3563, 3565, 3567, 3569, 3571, 3573, 3575, 3577, 3579, 3581, 3583, 3585, 3587, 3589, 3591, 3593, 3595, 3597, 3599, 3601, 3603, 3605, 3607, 3609, 3611, 3613, 3615, 3617, 3619, 3621, 3623, 3625, 3627, 3629, 3631, 3633, 3635, 3637, 3639, 3641, 3643, 3645, 3647, 3649, 3651, 3653, 3655, 3657, 3659, 3661, 3663, 3665, 3667, 3669, 3671, 3673, 3675, 3677, 3679, 3681, 3683, 3685, 3687, 3689, 3691, 3693, 3695, 3697, 3699, 3701, 3703, 3705, 3707, 3709, 3711, 3713, 3715, 3717, 3719, 3721, 3723, 3725, 3727, 3729, 3731, 3733, 3735, 3737, 3739, 3741, 3743, 3745, 3747, 3749, 3751, 3753, 3755, 3757, 3759, 3761, 3763, 3765, 3767, 3769, 3771, 3773, 3775, 3777, 3779, 3781, 3783, 3785, 3787, 3789, 3791, 3793, 3795, 3797, 3799, 3801, 3803, 3805, 3807, 3809, 3811, 3813, 3815, 3817, 3819, 3821, 3823, 3825, 3827, 3829, 3831, 3833, 3835, 3837, 3839, 3841, 3843, 3845, 3847, 3849, 3851, 3853, 3855, 3857, 3859, 3861, 3863, 3865, 3867, 3869, 3871, 3873, 3875, 3877, 3879, 3881, 3883, 3885, 3887, 3889, 3891, 3893, 3895, 3897, 3899, 3901, 3903, 3905, 3907, 3909, 3911, 3913, 3915, 3917, 3919, 3921, 3923, 3925, 3927, 3929, 3931, 3933, 3935,



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*....Every Yard is Stamped "Lawrus."*

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**KNOWN ALL OVER THE CIVILIZED WORLD**

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Berlin Fingering  
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All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

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We claim that they will knit further and wear longer than any other make.

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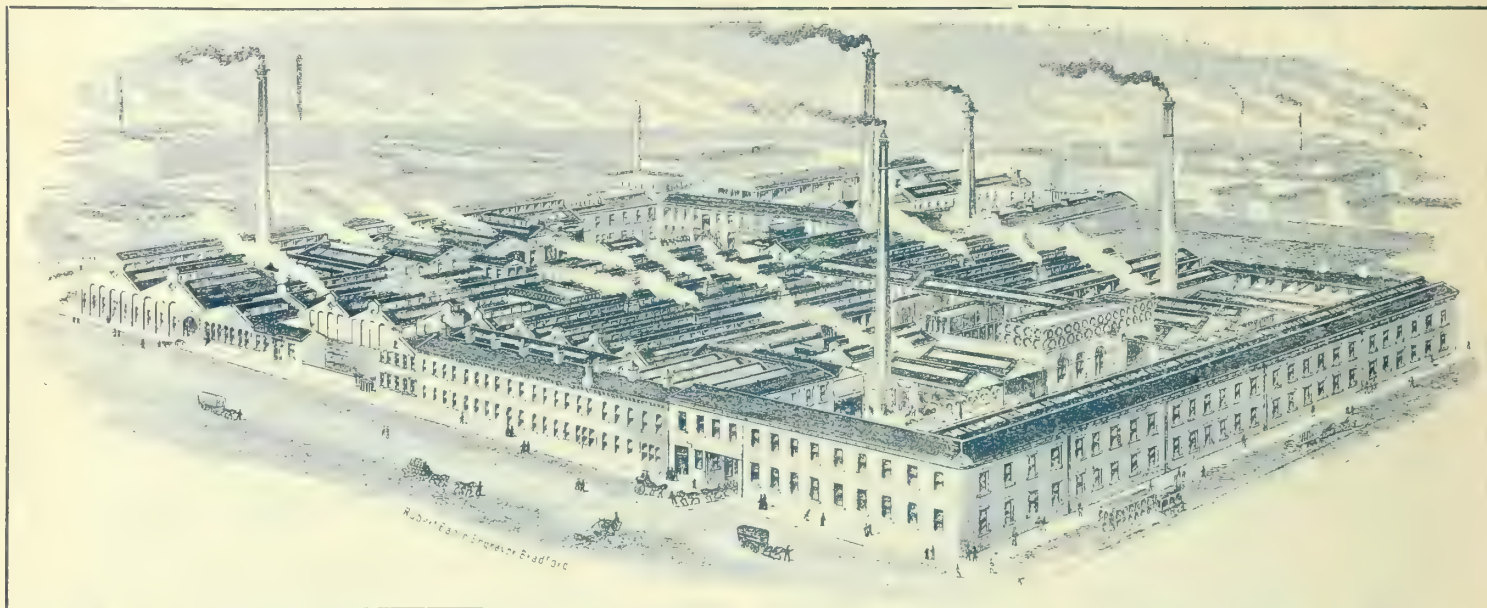
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MONTREAL and TORONTO



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BRADFORD, ENGLAND.

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**Mercerised Cotton Sateens, Brocades, etc.**

AND OF MERCERISED YARNS.

To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods.



Ask for New Shade Card for 1900. All shades on this card are

**GUARANTEED NOT TO CROCK.**



# HORROCKSES, CREWDSON & CO.

**LIMITED**  
COTTON SPINNERS <sup>AND</sup> MANUFACTURERS.



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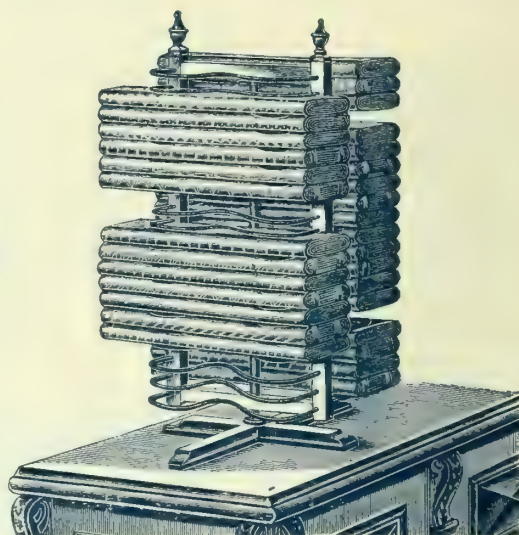
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We have a full, fresh stock of  
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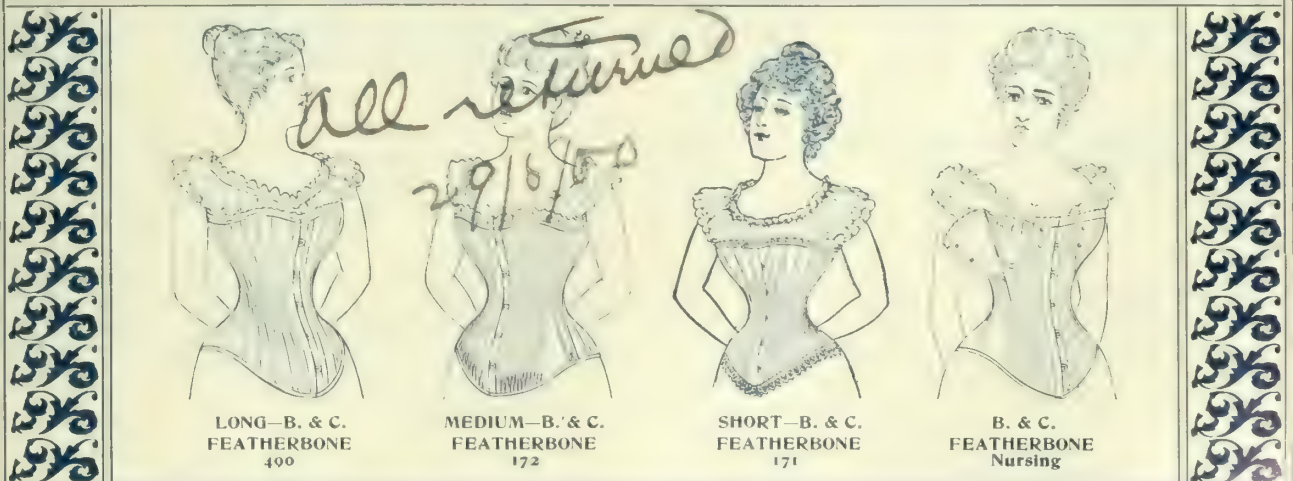
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LONG—B. & C.  
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490

MEDIUM—B. & C.  
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Corsets boned with Featherbone will not break nor show rust as corsets do which are boned with steel.  
Popular lines at popular prices. Sample orders solicited.

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**BRUSH & CO., Toronto.**



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## STOCKS COMPLETE

IN . . .

### BOTH WAREHOUSES

All **Departments** filled with New Goods such as will  
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## SPRING AND SUMMER TRADE.

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Buyers visiting the markets will find everything
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Compare Values.

Letter Orders Promptly and Accurately Filled.

THE CANADIAN DRY GOODS REVIEW

VOL. X.

MONTREAL AND TORONTO, MARCH, 1900.

No. 3.

PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

By CHARLES H. HOLLINGSWORTH.

Watch Small Leaks.

There are so many leaks in a dry goods business that it requires constant watching and constant investigation to keep them from being very disastrous ones. The little losses which are occasioned here and there seem to be, of themselves, of very little importance, but when taken in the aggregate they amount to a great many dollars during the year.

There is one department, for instance, in the larger stores in particular, where the dry goods merchant sometimes fails to be very watchful and yet in which the little leaks of every day are constantly draining the stock. I mean the toilet and perfumery department.

Soaps are necessary to be used in every store, but in some stores I find that the amount of soap used, presumably, for the toilet-room, is not at all in proportion to the cleanliness of the employees. I have had personal experience in watching the way soap mysteriously disappears from the toilet department, and have known of cases where the salespeople in this stock would give away a great quantity of soap to individual clerks, possibly for the purpose of standing in with them in other matters.

Again, how little a thing it is if your perfumery saleslady helps herself to the cologne and gives all her fellow salespeople a share every day. This amounts to a very little thing once in a while, but when kept up day after day, all the year around, in a large store, it will, no doubt, exhaust many gallons of cologne, which costs a high price, for it is a fact that salespeople do not use the cheap colognes when they wish to be liberal with themselves and their friends. They invariably use the best quality, and this makes the practice that much more expensive.

The only way to stop such practices is to have a very strict rule that nobody in the house, no matter whom it may be, is allowed to use any portion of the toilet goods stock. If it is necessary to have soap for the toilet-room taken directly out of stock, have some one person whose duty it is to see that this soap is distributed each day and that it is not wasted.

It is only by paying strict attention to these little leaks and curtailing them in every way possible that any toilet goods department can hope to stop a serious drain in its profits.

Advertising Bargains.

At some seasons of the year there are a great many firms which advertise, in large, flaring headlines, that they are selling goods away below what they cost. Supposing that this is true in every particular—I hardly think that it is always a good plan for one to admit that he is compelled to or does sell for less than what he pays for goods. Would it not be a more telling point to have people suppose that it was simply your regular line of business to sell goods at a much lower price than other stores, and that it was your facilities for buying that enabled you to do this?

One idea in cutting prices on goods or in making special prices, is to give the public the idea of the reasonableness with which you can sell merchandise. It does not impart to them any particular knowledge of your ability to make close prices when you say that you are selling below cost. Anyone can sell below cost who has a mind to do so, but it takes a great store indeed to be able to sell at these very low prices and still make money.

Might it not be that you would gain a greater reputation for yourself, if in all cases where you are compelled to, or do for any reason, sell at less than cost price, if you would do so without admitting the facts in the case, but rather boasting of your ability to make these special values, when your competitors are not able to do so without losing money?

A firm sometimes overreaches itself in the endeavor to be constantly harping upon the fact that it loses money on any particular line of goods. In the first place, it is not a good reputation to gain that one is not making money, as it very often leads to the thought that the business is unsuccessful.

A merchant would gain a much better reputation by letting people know of the cheapness of his goods and let them say to themselves that "This is so much cheaper than I can get it elsewhere," and let them believe, if they will, that it is your regular business to make such prices on all kinds of goods.

Some Reports on Display.

It is certain that window dressing is one of the best methods of advertising dry goods and of attracting attention to the dry goods store. While Mr. Hollingsworth advises you in detail on this subject in another department of this paper I wish to offer some

general observations which appear from my experience to be desirable. More and more of the dry goods stores all over the country are enlarging their facilities for good display, and each season I notice that many stores which have before paid no attention to this matter are going into it very largely.

The shape and size of show windows have a great deal to do with artistic dressing, some stores having much greater opportunities to display goods to advantage than others which have very little store frontage in which to use large, or well-arranged windows.

There are, however, many practical points which every store that has a window at all may observe and which will add to the effectiveness of their window displays if adopted.

In the experience of city merchants the most attractive thing which can be placed in a show window is something living or in motion. Inanimate displays of dry goods can be made very beautiful or very striking, if properly arranged; but the public generally has a great curiosity to see anything living, or anything in motion, displayed in a show window. People are much more interested in the manufacture of goods than is usually supposed and they often will stop in front of a show window to see something made, when any ordinary display would never catch their eyes. The metropolitan stores all recognize this fact and very frequently have windows dressed with living persons in them, or at least with articles and implements which are used in manufacturing the different goods displayed.

About the holidays, particularly, we see in most of the large stores displays of this character, such as a spinning wheel turned by an electric battery, or a crank worked by someone concealed in the window.

Almost anything of this kind draws the eyes of the passers. If a live person be placed in the window, performing some of even the ordinary acts of life, a great number of people will stop to look; for instance, an old lady (or a child) sitting in a rocking chair knitting, with different kinds of floss and knitting silks displayed around her, would make an excellent advertisement of these goods, and would draw a hundred times more people to see the display than any fancy show of knitting silks without the old lady would attract.

There are so many different ways in which a window display of this kind can be designed that it is impossible for me to mention them all. Any person with a little ingenuity can easily think of something different from what has been used before and put it into practical operation in a show window connected with some line of goods.

How Trade Is Directed.

Some dry goods stores do not place price tickets on the goods which they display in the windows. I think this is a mistake in all cases where the goods sell at a low or a medium price. It might not be well, in cases of very expensive goods, to place the price upon the article, as this might have a tendency to cause many persons in the lower walks of life, who do not know the value of goods, to consider the store a high-priced one. But, on all goods which sell for a popular price, there is nothing like having a neat price ticket, so that persons looking into the window can get some idea as to the prices at which you sell the goods. Particularly if the articles are bargains it is well to make a liberal display of prices.

A window, to some extent, can direct the class of trade which you wish to patronize you. If you are seeking after only the very fine trade, a display of very fine goods and novelties, without prices, will be apt to cause such persons who

buy these goods to call into your place of business. If you are seeking after those who wish bargains, then you should dress your windows entirely with bargain articles, marked at very low prices.

SUCCESS OF THE NEW IDEA.

Very few drygoodsmen will ask, when the term "The New Idea" is used, to whom it applies. The phenomenal success of the New Idea Pattern Company has made its name familiar to the dry goods trade of the United States and Canada. In the six years that this company has been in existence it has been on the move, not because "it is cheaper to move than to pay rent," but for the reason that just as the New York and Chicago offices would become comfortably settled in new quarters the growth of business made another move necessary in order to obtain sufficient room.

Every business man knows that ideas are as valuable and as necessary as capital for the success of any business, sometimes more valuable.

In the paper pattern business the new idea that won success was a high-grade accurate pattern to retail at 10 cents, with handsome profit to the retailer, no contract required from the dealer, and full control of the business in his town.

Mr. J. W. Pearsall, the founder and president of the company, knew that these ideas would win, and that they only needed publicity to attract attention and obtain support. For this reason he became a large user of space in trade journals, and has from time to time increased his advertising appropriation, and backed it up by such progressive and aggressive methods that New Idea patterns are famous wherever the English language is spoken in the western hemisphere.

The increase in New Idea pattern business for 1899 was over 50 per cent., and 1900 promises to beat this record.

JAPANESE SILKS AND MATTINGS.

K. Ishikawa & Co., Toronto, report that Spring business has opened up fully as well as they anticipated. The total amount of Spring orders for both silk and matting which has been placed already is considerably larger than any previous season. Their stocks of silks were received quite early this year which has enabled them to finish their shipments of Spring silks already. They are now receiving repeat orders for printed Habutai and printed Pongee silks, which are very well thought of throughout the country for Spring and Summer dresses.

Plain Japanese silks in pink, blue, cerise, brown, grey and other fashionable shades are also selling well.

Japanese corded silks have been well taken by the trade again this season after having disappeared from the market for five years. K. Ishikawa & Co. have already disposed of a thousand pieces of this material, and are still experiencing a steady demand for it.

The matting trade is satisfactory in every respect. After having finished making deliveries of their Spring orders in February, this firm are now receiving numerous repeat orders in the medium and lower grades.

The Treherne, Man., W.C.T.U. has passed a resolution requesting merchants to prohibit smoking in their stores, claiming that dry goods, groceries, etc., retain a disagreeable odor long after purchased, and that they object to purchasing goods thus contaminated. Those of the merchants who fail to comply are threatened with a transference of patronage to those who do.

If you were not here in February you will come early in March to see us, and at the same time take in the Millinery Openings. **NO**, we are not a Millinery house in the sense you mean, but we have:

Silk Laces, specially selected for Millinery purposes.
Ribbons, specially selected for Millinery purposes.
Trimmings, specially selected for Millinery purposes.
Silks, specially selected for Millinery purposes.
Velvets, specially selected for Millinery purposes.
Velveteens, specially selected for Millinery purposes.
Veilings, specially selected for Millinery purposes.
Chiffons, specially selected for Millinery purposes.

Many of the best millinery houses have a ladies' underwear department, and come to us for Ladies' and Misses' Underwear, in Cotton, Natural Wool, Lisle and Silk. These bought, they want Hosiery and Gloves—departments in which we excel.

Shipments of Lace, Embroidered Edgings, Insertions, All-Over Laces, etc., which should have been here weeks ago, are now invoiced and will reach us early in March.

Our Silk Fringes in Black and Colors, and Combination Bead and Silk Fringes, are the most fashionable trimmings of the day.

Sash Ribbons in Satin and Taffeta, Nos. 40, 60 and 80, are in 9-yard ends. You will want them soon. The quantity is limited.

Give your buyer positive instructions **to buy our White Goods.**

White All-Over Muslins, White Goffered Muslins, White Tucked Muslins, Fine Persian Lawns, Tucked Lawns, White Organdies, Nets, Piques, Cords.

We continue to receive daily, from all parts of Canada, **large orders for Dress Goods.** It could not be otherwise. Our stock comprises the handsomest goods shown in Canada.

BROPHY, CAINS & CO.

23 St. Helen Street

MONTREAL.

THE KID GLOVE TRADE.

THE QUESTION OF VALUES.

JUDGING from the standard of prosperity in other lines, gloves have not held as prominent a position on the money-making side as have other lines of goods; still, compared to past glove conditions, business is good, says The New York Economist. The scarcity of raw material, stiffening of price for skins, increased labor valuation, and general prosperity of the country, have succeeded in giving a value to goods which did not exist a few seasons since. Business is fair in the importing lines, but, in the words of a prominent importer, "We would like to meet a man who has made more than a living out of the importing glove business during the past two years."

The Economist maintains that such conditions are not only wrong, but decidedly unsatisfactory. If, in the good years which we are enjoying to-day in other lines, we are not able to lay by enough to supply ourselves with reserve against the poor years, which, however undesirable, are apt to come, the situation is logically not a very business-like one.

THE RETAILER'S POSITION.

The retailer has very little to complain of; he gets a great deal for his money, insurance added, as a rule, against loss by damage, and business for him is made easy in every sense of the word. All the retailer's troubles in the glove question are made by himself. If he hasn't got sense enough to decide which goods his trade wants, or to take care of the goods after he receives them, or to advertise them properly, then he should go and start a soap factory.

The importer certainly has done everything to make life easy for the retail glove seller. We know of no further concessions that can possibly be made. If the retailer knows of any concessions, or can think of anything which he hasn't got already, we would like to hear from him, because we are positive that the glove trade is curious to know what else could be expected of it.

However, the retailer is making a great mistake. Having everything in his favor, he fails to understand how to increase his profit in glove selling and bring his business to a higher standard. This, however, is not his fault entirely. It is the fault of the importer and wholesaler who have guaranteed gloves at every price to the retailer. The only line which has escaped this universal guarantee is the lowest grade of Schmaschen. Even here some protection has been offered by week-kneed importers.

The retailer, however, leaning upon this offer of the importer to make good, has unwittingly dropped his own possible profits in his eager desire to undo his competitor, to give his customer something for nothing, or nearly nothing. The line of gloves guaranteed at retail was pushed down and down until almost any glove, at any price, is guaranteed to the customer at the counter. The foolish notion of pleasing trade, at whatever cost to the house, was pursued in the glove lines until it became an absolute folly. Retailers of note found themselves doing things so against right and business-like procedure that they have absolutely become ashamed of themselves.

MISTAKES IN SELLING.

"Man-afraid-of-his-customer" would be a good title for the average seller of gloves. The writer of this article was a witness to a scene in a New York store some days since, which

more fully conveys the folly of the guarantee idea than any amount of mere argument.

In a prominent 23rd street house a customer was engaged in a controversy as to her right to have a third pair of black suede gloves given her, owing to the faults which her own peculiar manner of wearing discovered in the two previous pairs. Originally paying \$1.60 for the black suede gloves, which, by the way, is the most delicate of kid fabrics, especially when dyed black, this woman had the effrontery to insist upon a second substitution for the original pair.

In the construction of suede the surface skin is removed and the spongy soft texture of the under skin is retained, which is treated and then dyed. Fabrics so produced are necessarily very susceptible to damage, and weak spots are quickly penetrated by the surface dye, which, hardening the under texture, is liable to crack or break it, even in the very best quality. It will thus be seen that to guarantee black suede gloves is pure folly, yet this house has given a second pair to a woman.

Noticing the hand of the person claiming the gloves, the writer saw that it was fat, pudgy and spongy, the kind of a hand that pressed into a glove will burst it immediately. Few glove fingers are made to fit such fists, yet the management of this department gave the second pair willingly, and, no doubt, upon an appeal to the office rather than have any trouble, the third pair was also conceded.

A POOR BUSINESS POLICY.

It is just upon such ridiculous and dangerous practices that the glove guarantee business has forced its way along. The average dry goods house is without repairing departments, and endeavors to recover from the importer the price of ill-made lots of this character.

The desire to please the customer and keep her in good humor, is, of course, first and foremost. To do so, however, at the expense of good practices, is a poor business policy.

The next disposition of the retail department is to evade the losses so incurred and shoulder them upon someone else. Retailers to-day who refuse to give importers and manufacturers the benefit of having their brand name appear in gloves sold over the counter, should scarcely expect these same importers and manufacturers to stand good for the weak-kneed practices of the retailer.

There is right and wrong in every line of business, and we feel that though the practice is not general, there are instances in which the glove importers and manufacturers are indulging their customers to an extent that is not only foolish, but will eventually work certain injury to the entire trade.

To bear out the statement, we have only to allude to the fact that the percentage of returns from the various retailers is quite divergent. There are houses which conduct their business so that the returns of damaged goods are hardly worthy of consideration.

On the other hand, retailers of equal size, handling equal quantities of similar grades of gloves, will make claims on large quantities of goods in proportion to the amount purchased. Here are contradictory conditions which speak for themselves, and clear the view as to the real cause of this serious loss to importers.

The second condition shows a house in which principle is not as essential in their consideration. To please the customer at someone else's expense is evidently their dishonest and unfair game. The glove importers are, no doubt, to some extent responsible for this trade dishonesty, and it is our sincere hope that by removing the guarantee from lower-grade goods such practices will be eventually done away with.

The Merchant and Credit.

Editor DRY GOODS REVIEW

DEAR SIR,—The advantage to be derived from confidence between retail and wholesale merchants struck me so forcibly in reading Mr. J. Fraser Macdonald's article, and in covering the matter so fully, he leaves very little to be said. I simply write to endorse it.

"My first word to all men and boys is, don't get into debt. Starve and go to heaven, but don't borrow. Try first begging. I don't mind, if it is really needful, stealing, but don't buy things you cannot pay for."

This is the advice of the late John Ruskin, and it should govern many people starting in business. They are referred to more particularly as want of experience may lead them astray. Mr. Macdonald's article should be very carefully read and considered by young firms, meaning young men having recently commenced or about to commence business on their own account. The apt advice of a western man who made millions by adopting its principle is offered young men, here it is: "When you go into the world you will meet many sharp, tricky, crooked men, but you will find they always die poor. If you can form a character and establish your credit, there can be no question about your ultimate success. Most failures in life are due to deficiency in character and a consequent lack of credit."

The methods under which business is now conducted have been so very much changed within the past quarter of a century

that too much attention cannot be paid by a firm to its credit. In the old days, merchants visited the wholesales in person, picked out their purchases and generally had a pretty good idea of the quantity of goods and value of their bills before they left the warehouses.

Now, however, it is hardly necessary for a merchant to leave his town. He is waited on by nearly every house looking for business, and he may think that if he is refused credit for what he wants from one he can buy from another.

Doctors say that pain is a blessing in disguise, and if a slight injury to his commercial pride is the means of bringing to his notice that his credit is impugned, he will be wise to hesitate and have it established on a solid basis with the doubting firm before he makes it worse by increasing his liabilities without improving his assets.

Overbuying is in most cases the cause of poor credit, and want of attention to the copy of orders given is one of the main reasons for it. Another reason is in doing business with too many houses, also an unreasonable desire to have control for the town of every good thing shown. To get control, it is necessary to buy largely and it frequently happens that the "good thing" is quite the reverse.

When the time for payment falls due, comes the request for renewal and then is the time when a merchant should know just how he stands financially. When the purchase was made it was a straight buying and selling transaction, but when the renewal is asked for a merchant has no excuse for refusing a statement of his position, if it is asked.

JAS. P. MURRAY.

Toronto, Feb. 28.

DRESS GOODS

Special attention is called to our splendid display of Dress Fabrics for coming season.

STOCK COMPLETE.

White Piques--- 4 Special Numbers at 8, 10, 11½ and 15 cents
Selling fast—send for samples.

Linen Crash Suiting--- Our 9¾-cent line is having a big run.

Inspection invited this month.

All departments fully stocked to meet wants of early buyers.

Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.

❀ WINDOW AND STORE DECORATING. ❀

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

LINENS.

DURING the next few months housekeepers will be replenishing their stock of linens and it behooves the window-trimmer to do his utmost towards securing the trade of linens for his firm. The linen department ranks next to the dress goods department both in value and interest. The linen stock affords a source of supply for materials with which to dress the window, exceeding all other departments in the establishment.

The great variety of qualities, widths and colors of the fabrics, the number of varieties in the forms and styles of napkins, etc., the beauty of the displays possible from their harmonious colorings and combinations, and the ease of management and grouping all continue to make them favorite objects for window exhibitions.

Composed as they are of goods indispensable to the furnishing of the household, they are always of the greatest interest to the chief patrons of the store, and the best audience of the windows, viz., "the ladies." Linens consist mainly of snowy white goods and the window-trimmer has an easy time in the arrangement of color scheming as almost any pretty shade serves the purpose for the background.

Towels, napkins, doilies, etc., form choice lines wherewith to carry out pretty designs, as they can be folded in so many artistic ways. The illustration on page 22 shows a neat, stocky, linen sales window. It is arrayed on three flights of steps. This style of display does not necessitate a background and is a change from the ordinary. One big mistake made in this display was the non-appearance of price tickets. I consider this trim robbed of its effectiveness on account of no price cards. The large card on bottom of trim reads

"EXTRAORDINARY SALE OF RELIABLE LINENS."

While this may be all right to a certain extent, I am sure this card would not be the means of inducing one customer into the store to buy linens. Had every piece of table linen shown in this pretty display, borne a card reading similar to this:

" 'PURE FLAX,' 72 INCHES WIDE, EXTRA FINE
VALUE, 50C. YD."

I am sure it would have proved more of an inducement to the onlooker to purchase, and have added greatly to the attractiveness of the trim. The towels could have been ticketed like this:

"PURE LINEN TOWELS, GOOD VALUE, \$2 DOZ."

The table napkins might have been ticketed with a nice neatly printed ticket reading

"SATIN FINISHED TABLE NAPKINS,
DINNER SIZE, \$2 50 DOZ."

If they had been advertised in the newspapers, every card might have read

"AS ADVERTISED," ETC.

I always consider that if a merchant has not marked his goods at too high a figure, he should not be afraid to tell the people the prices of them. A dining-table covered with a linen tablecloth and spread with a tea or dinner set makes a good centrepiece for a linen display. Flowers and palms also add to the beauty of a linen trim.

UPHOLSTERY GOODS.

Housekeepers are beginning to think of Spring house-cleaning and rearranging at this season of the year, and one of the things generally foremost in their minds is the changing and the replenishing of this room and that throughout the house. Some are moving into new houses, others are furnishing flats. These require new carpets, new curtains, portieres and furniture. These lines have to come under the window-trimmer's notice, and displays of same are to me made attractive as well as the other trims. The richness of coloring and beauty of design exhibited in these and all their varied forms and qualities would render them objects of admiration and interest, even if they were not so widely used.

In these days when so many houses, hitherto strangers to artistic hangings of this sort, are blossoming out with the new and better forms of drapery decorations, nothing is more attentively viewed than upholstery exhibits.

Furniture coverings especially serve as great materials for beautiful and striking display. Curtains, rugs and tapestries



LACE CURTAIN DISPLAY.

do not require any pains in draping, the particular style may be left to the tastes and the ingenuity of the dresser.

In showing lace curtains and curtain muslins it is always well to show them over pale blue, pink, yellow or green colored cambric or tissue, in order to give a tone to the curtain and prominence to the pattern.

In tapestry and other heavy fabrics no pins should be used when the weight of the goods is sufficient to hold the folds in their proper positions.

An effective way to display lace curtains is shown in the illustration on this page. Strings or wires running parallel across the top of the window are tightened about a foot and a half apart. Curtains are hung on these one behind the other, each one being pulled the width of its border towards the centre of window from the one in front of it. The bottom of

THE TRADE MARK

“S·H· & M·”

stamped on the back or printed on the label of Bias Velveteen Skirt Bindings is recognized everywhere in the United States as a **GUARANTEE OF SUPERIOR QUALITY AND WORKMANSHIP**, and it is only a question of a short time when that trade mark will be equally well recognized throughout the Dominion of Canada. It is put only upon Bindings made from a Velveteen woven expressly for the purpose, and the workmanship upon which is unsurpassed. You will find it much more convenient and far more profitable to handle the S. H. & M. Bias Velveteen Bindings, which are perfectly made and supplied to you all ready to cut off for the consumer, than to take the time and trouble to cut off piece goods which were originally designed for millinery or trimming purposes only.

WE CARRY IN STOCK AT OUR TORONTO WAREHOUSE



see Price List
S.H. & M. REDFERN Bias Corded Velvet, 1 $\frac{3}{4}$ -in. wide.

S.H. & M. BELLE Plain Velveteen 1 $\frac{3}{4}$ -in. wide.



The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H. & M. Skirt Bindings

24 Front Street West, TORONTO, ONT.

MANCHESTER, ENG.



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



 MONTREAL.

DEPARTMENTS.

Dress Goods

Linings and
Muslins

Linens . . .

Trefousse
Kid Gloves

Smallwares

Rouillon
Kid Gloves

Silks ^{and} Velvets



Careful attention given to Letter Orders.

TORONTO OFFICE :

25 COLBORNE STREET.

WINNIPEG OFFICE :

McINTYRE BLOCK.

WINDOW DECORATING—Continued.

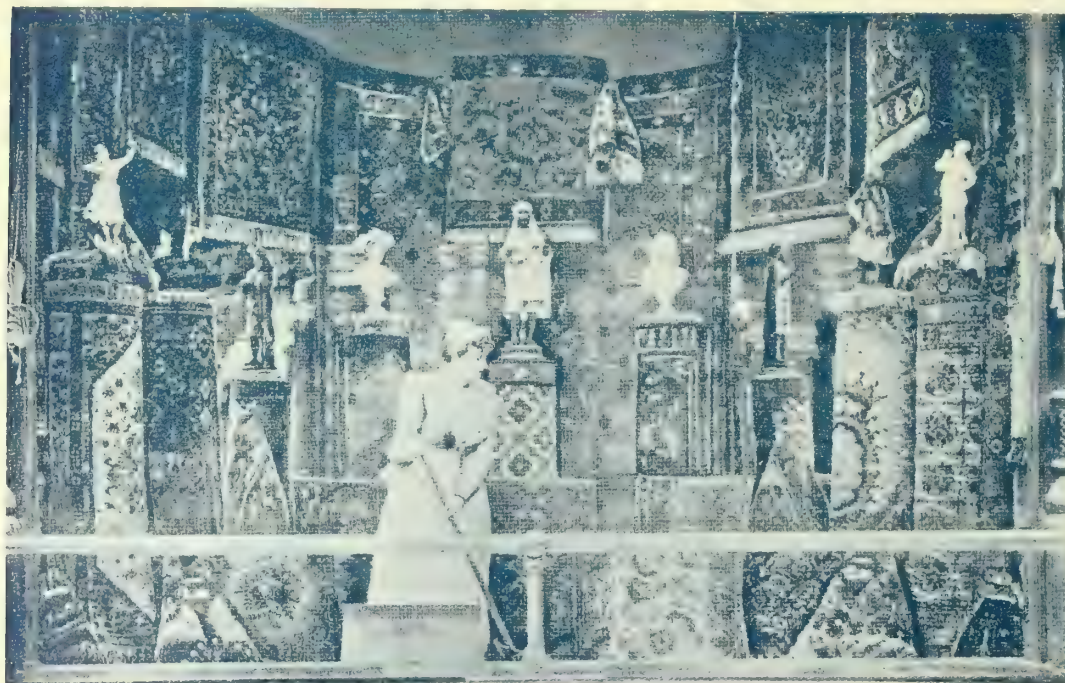
window is filled in with others on stands. These could have been opened out on stands covered with some light-colored material or of different colors.

Each of these curtains should have had a nice price card stating the kind of lace and the length, etc. For a mixed display of this kind a few nice lamps with pretty colored shades would have made up a fine display. Pictures on easels would show up well with a curtain display of this kind.

Another catchy show could be made by leaving the lace curtains as they are and filling in the centre with pretty filled screens. In fact, almost any line of goods belonging to this class could be shown along with a backing of white lace curtains.

A pretty lace curtain display is made by showing them all over apple-green tissue paper or cambric.

Carpets are generally shown in rolls or opened out with border put around them to match. It is advisable, I think, to show one kind at a time, instead of mixing brussels, tapestries, moquettes, axminsters, wiltons, etc., all together.



A WINDOW OF CARPETS.

The better plan is to take a whole window each day, say one day brussels only, next day tapestries, and so on. When they are all shown together one cheapens the other in appearance.

Mats, of course, look best by themselves, but can be shown along with rolls of carpet.

The above illustration conveys an idea of how a pretty, effective trim can be made by a combination of rugs and bric-a-brac. Carpet sweepers go well with any carpet display, but if there is sufficient stock to draw from, a display of sweepers alone will be found preferable.

The best way of showing furniture is by carrying out the idea of a furnished room. I have found this a very good plan. For instance, if I want to show a bedroom set, I first get a neat wall paper suitable for a bedroom, and cover in the back and sides of the window. Then a molding to match; then pictures, curtains, chamber set, toilet articles for bureau, pillows, counterpane, and everything necessary to furnish a bedroom.

This shows off the suite to perfection, and, in several instances, has sold the whole outfit just as it was, carpet and

all. The same idea is applied to dining-room and parlor sets. Odd fancy pieces of furniture can be placed in a display of beautiful coverings. These should not be many, just two or three choice pieces.

Furniture sales window displays should always be well ticketed.

In making a display of Chinese or Japanese rugs or matting, a good idea is to make it a strictly oriental window. Lanterns, parasols, bric-a-brac, fans, etc., give it the oriental appearance, and displays of this kind always attract.

STRONG BACKGROUNDS.

The effectiveness of a background, says The Chicago Dry Goods Reporter, has much to do with the attractiveness of a window display. The simpleness of a background of many a valuable painting may lead one to believe that the background is of little importance, but to get this simple and just right background no doubt required much thought on the part of the artist. Many an otherwise handsome picture is spoiled by an inappropriate background, just so with many a handsome

window display. By considering the work of some of our expert window artists, many of the displays are so simple that one wonders what there is to the picture that makes it so attractive to the eye. By carefully examining the picture it will be found that each essential feature is brought out in harmony or pleasing contrast with the other. The background is what pushes the display to the attention of the eye. To carry out its mission it must be right.

Some windows may show up best background by a mirror; others will flatten out with a mirror background. It is a study just as every feature of window advertising is. The result depends upon the picture you present and the impression it makes.

To construct a background, divide the space into sections of about 12 inches. Cut white bunting into stripes a little wider than the spaces, run a shir thread through both edges. Then arrange these strips of bunting on the background, adjusting the shirring to produce the wave effect. Pleat a sunburst where the circles are to be arranged. Then cover 2-inch strips with bright red, and fasten them in place. For the top, cover a 6 inch board with bright red. The circles should be made of boards and puffed with white bunting; then fastened in place about 4 inches out from the background. The space between the circle and the background should be filled in. A decidedly rich effect can be produced by using white sateen and red velveteen. The contrasting color can be selected from any of the many which go with white. Black



SILK FRINGE

The
Fashionable
Dress
Trimming.

Many Beautiful Designs.
All Widths.
Black, White, Colors.

ALSO . . .

NOVELTIES

IN

Fringed Ornaments
for Skirt and
Waist.

Tubular, Soutache and Fancy Braids.
Barrel Buttons, Cords, Dress Gimps.

MANUFACTURED BY

MOULTON & CO.,

12 ST. PETER ST.,
MONTREAL.



TRADE MARK.

M. MARKUS

30 Hospital Street,
MONTREAL.



Have you studied this Trade Mark ?

THE LION'S STRENGTH,
THE EAGLE'S CLAWS,
THE BRITISH FLAG.

Who Can Beat Them ?

This refers equally to our **quality of goods and prices.**
The wholesale and manufacturing trade must know that
we carry a complete stock of

Trimmings and Smallwares

Such as: Buttons of all descriptions, for overcoat, coat and vest,
pants, overalls, jumpers, mantles, dress, blouses and shirts, cap
and gaiters; Buckles for pants, vest and bicycle pants; Pant Clasps;
Hooks and Eyes; Rubber Tissue; Chalk, Wax Crayon, and Drafting
Lead; Chain and Woven Hangers; Mohair, Plain and Fancy Braids;
Name-Interwoven Labels for clothing, shirts, hat and shoes; Silks,
Serges, Satins, Collar Velvets and Velveteens.

SAMPLES ON APPLICATION.

For Import our Samples are ready for the Fall Trade, 1900, in
German Mufflers, Hosiery and Gloves, Linings, Mantlings, Dress
Goods, Felt, etc.

THE Northway GARMENT

CANADA IS NOW IN THE LEAD.

It should have been so long ago.
Canadian Merchants and their custom-
ers have lacked reliance in Canadian
ability to produce as good as could be
procured in a foreign market. In Ladies'
Tailor-made Coats, Suits and Separate
Skirts we have changed the whole tone.
Continued success will only come in pro-
portion as we deserve it. The basis of a
retailer's prosperity is merchandise.

If the goods are not worthy all else
fails. That idea is the keynote of our
plans.

The result appears in the apprecia-
tion which is being shown for The
Northway Garment—it is recognized as
the standard—it has no competitor
among the foreign or domestic goods in
the Canadian market—leading mer-
chants are giving it their decided prefer-
ence.

We have worked—we have studied—
we have travelled—we have gath-
ered around us skilled labor, the
most skilled procurable—to bring
this newer and better state of
things about.

If you want to know more about
these goods before our traveller reaches
you, write us.

JOHN NORTHWAY & SON, LIMITED

32 Wellington St. West
TORONTO.

WINDOW DECORATING—Continued.

and white with yellow or deep lavender centres for the circles would prove an effective background for mourning goods or bright colored silks.

The colors to use for a millinery showing are white with deep lavender trimming and yellow or lavender sunburst. Construct about nine pedestals, with about a 12-inch square base and a round top. Cover these with white bunting and trim with contrasting color. These pedestals should be of three heights and three of a height. Arrange them in the window, the lowest ones near the glass. On top of these display trimmed hats arranged on millinery display stands. Fill in the base with flowers and other trimming novelties belonging to this line. The white circles, as well as white spaces of the background, might be made even more effective by arranging violets or other flowers on them.

For corsets, much depends upon your forms, and the color of the corsets you wish to display. If the forms are black and

hanging them in slanting position, toes pointing outward. Then arrange three rows of tacks in the ceiling running parallel with the glass. These should be about 12 inches apart. Attach to these tacks black silk thread, forming three loops to each two, the loops to be far enough apart to hang three shoes one above the other; the lower shoe about 18 inches from the floor. Cover the base with bunting. Then place your shoe display stands and arrange shoes on them. Always fill shoes with last, shoe form or curled hair, before placing in the display, because no shoe, even the finest, shows up to the best advantage unless properly lasted. Each shoe should have a price card, and each price card should have the lot number of the shoe upon it, so that customers can designate which shoe is wanted, without taking you outside to show you.

MOURNING GOODS DISPLAY.

A neat and distinctive window of mourning goods at this time may prove productive in several ways, direct business, and impress upon the minds of the people that yours is the

store which pays special attention to carrying the goods that make up this feature of the dry goods business. There is little to show now in the millinery department, and as this line receives little display during the millinery season, it's well to create a little interest by showing this line now.

In designing a display of mourning goods it should be kept in mind that it is easier to crowd a display than to show too few goods. With your window all cleared and cleaned, start by covering the background with white bunting or



TASTEFUL DISPLAY OF LINENS.

you show black and yellow or red trimmed corsets; white and red or yellow, or yellow and black background would answer best. If forms are red and corsets white, use white and red background. If, as many show them now, your forms and corsets are lavender, use white and lavender.

To present something strikingly pretty for dress goods, work out the background in soft light grey and trim with pink or crimson. Then select a few neat grey dress patterns and drape them over drape forms. Pin a bow of white ribbon, pink or crimson, on each pattern, with a neat price card. Letter one large show card reading: "The always neat and pretty greys rightly priced," and arrange it in the centre of the window near the glass.

For shoes—Color combinations that show shoes to the best advantage are white and yellow, orange and light yellow, white and red, or cerise and sage green. With your background finished, arrange on the circles infants' fancy soft-soled shoes. In the spaces of the background arrange ladies' fine shoes,

bleached cotton flannel, pleating it nice and even. At the top and in the centre of the background fasten a half-circle about the size of a wagon wheel felloe, slanting it slightly upward. Across either corner arrange a smaller half-circle the same way. Cover these with white cloth. Then drape a piece of black dress goods (nun's veiling) by throwing a double fold over the centre of the centre hoop, then carrying the ends to either corner. This draping must be done in careful folds. There should be nothing of a careless look about the display of mourning goods. On such white space as shows of the the three half-circles arrange a few bunches of violets. Cover the base with bleached cotton flannel; either smooth or puffed. Then arrange about three drape forms on the base of the window. Over each of these drape a piece of appropriate dress goods, and place a hat stand, or, better still, a wax figure with a mourning hat, on each form. Sparingly about the base arrange bunches of violets to complete your display.

"The Lace Warehouse of Canada"

AT HOME

We will devote the early part of this month to our friends visiting Montreal, who will find it profitable to inspect our fully assorted stock of Dress Goods and Novelties in Fancy Dry Goods of every description.

"LETTER ORDERS RECEIVE SPECIAL ATTENTION."

KYLE, CHEESBROUGH & CO., 16 St. Helen Street, Montreal



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING STREET WEST,

TORONTO

Hat, Cap and



Fur Trade.

Why Foxes are High-priced.

A few years ago the common red foxes that now command double and triple their former prices were used extensively, mostly by manufacturers of robes and rugs. It is true that about five or six years ago an enterprising dyer tried to obtain a black dye on red foxes, and produced a few skins that, while they were used, never gave any satisfaction. By the time that his black dye was acceptable the demand for black-dyed foxes had died out, and the trade never gave the matter any thought. Black-dyed red foxes were not employed for trimming, or even fancy furs. Red foxes remained a staple for rug trade, but no other outlet made inroads on their usual quantity.

Less than two years ago, American dyers brought out a sable dye on these skins that took the country and trade by storm. One after the other of the leading dyers brought out an improved dye, until the American dye was considered perfect. From the despised red fox, a beautiful sable colored skin was produced, and the style of the whole animal scarf is becoming unprecedentedly popular with the best buying classes. Retailers, from whom the handsome articles were demanded, fell over each other in their endeavors to obtain scarves and muffs. Toward the end of the past season imported samples of the pointed silver fox were shown by retailers, and at once the very best of the buying public "took to" the novelty.

Price being no object in an article that entered from the low fur class to that equal to such furs as martens, mink and skunk, there is nothing surprising in the fact that, when as high a price as \$75 is paid at retail for a silver fox set of boa and muff, the raw material should appreciate in price. On the other hand, it is equally likely that, with an assured enormously increased demand, other sources of supply should open which may control in a measure the really surprising rise in price. We hear from the other side that Russian foxes in large quantities are on their way to this country, and, as these have been secured at about three-fifths of the prices paid for American foxes, their coming will tend to keep the price within bounds. We are told that the supply of these is practically unlimited, yet, it is doubtful whether Russians will not be as anxious to benefit by the higher prices prevailing here as the American importers.

Holders of American dyed foxes claim that these skins, which have the texture of the northwestern red fox, will not take the American dye, and that for that reason the public will have to rely on the domestic skins. Manufacturers predict a reduction in the price at the next London sale, which, by the way, is not impossible. Be this as it may, the parties waiting for a decline may perforce remain out of the market during the coming season, as far as the handling of red foxes is concerned.

—New York Cloaks and Furs.

Succeeding an Old Firm.

Attention is drawn to the advertisement in this issue of the firm of Edgar, Coristine & Co., who are successors to the Greene & Sons Co., Montreal, who have been well known to the trade for over 50 years. The two principals in the new firm have each had a business experience of over 30 years, and are thoroughly posted and up to-date business men who will be able intelligently to cater to the wants of their friends. A representative of THE DRY GOODS REVIEW was shown through the warehouse the other day, and the assortment of all kinds of hats and caps was simply magnificent. For Spring there is a splendid and varied line of goods. They are specially proud of one novelty, which is the "H. A. and F." stiff hat. For this article Messrs. Edgar, Coristine & Co. are the sole agents in this country. The hat is in many styles—lined and unlined. Altogether the firm claim that their goods are second to none on the market, and with regard to their straws they are satisfied that they have the largest and best assortment to be found. Their travellers will be on the road in a short time with their next season's fur samples, comprising the newest lines in ladies' jackets, fur-lined pellerines, and all the latest New York ideas and designs in ladies' fur ties and collars. The trade are invited and advised to see these samples before placing their orders for the coming season.

A large Canadian Concern

Though the past Winter cannot be called a severe one, Messrs. Jas. Coristine & Co., Montreal, report that the fur trade during the past months has been the best in the history of their business. Of course, the trade, not being weather prophets, have to buy somewhat before the question of weather can be calculated upon; but there is no doubt that the good times are specially relevant to a department such as furs, which many people regard as more or less of a luxury. The price to-day, notwithstanding the great demand, the scarcity of raw material, and the general rise in prices, is, they claim, better than at any time previous, on account largely of the competition of the factories. Their own factory is now manufacturing exclusively in wool-felt hats. This line of goods they had heretofore to purchase in the Old Country. They are turning out 200 to 300 dozen per week, the work in the factory being facilitated by the aid of the newest machinery, which is complete in every particular. Notwithstanding the recent general advances in raw material, they propose to furnish the trade with goods at the same price, or with a few advances on those of last year. This they are enabled to do by having anticipated the market. The advances are liable to be on seal and sable. The firm's employes are working day and night, and could not very well be busier than they are at present. Twenty per cent. more orders have been taken for Spring than were at this time last year. In filling Spring orders they are handicapped by the late delivery of the better

GOOD GOODS INTEREST PROGRESSIVE MERCHANTS

— Just remember our address —

EDGAR,
 For
HATS
 and
FURS.

CORISTINE & CO.
 517-519
 St. Paul St., **MONTREAL.**

Successors to GREENE & SONS COMPANY.



Storey's Manufactures are
 Standard for Excellence of
 Material, Fit, Style, Work-
 manship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.

For Spring and Summer Trade.

W. H. STOREY & SON

The Glovers of Canada

ACTON, ONT.

BUCKLEY & SON'S HATS.

The best shapes.

The best values and

The best advertised hat in Canada.

Write us for the new poster just out. Automobile Carriage
 carrying our latest shapes.

Waldron, Drouin & Co.
MONTREAL.

HATS AND CAPS—Continued.

class of goods from England. So many steamers have been impressed recently for special service in connection with transport of troops to South Africa that, added to the great demand, conditions have made it impossible to keep up with trade. Some English houses have refused to fill early repeat orders.

Trade in a Western City.

Prices are on the advance in hats as well as in other departments of men's wear, says

The Chicago Dry Goods Reporter, and the retailer should ask a reasonable advance from the public, who, under present conditions, are willing to pay it, but who will not pay it unless asked. If a customer comes in and wants to know why you have advanced your \$2.50 hats to \$2.75 or \$3, be able to tell him about the advance in all material entering into the manufacture of hats. If your jobber or manufacturer demands an advance from you, any reasonable purchaser will accept the advance you exact from him. It is poor policy to try to get around this advance in hats by offering a substitute of poor quality. Your customer will not thank you for selling him a hat on which he, perhaps, saves 50c., but looks "seedy" almost from the start.

Stiff hats are evidently coming into favor more than has been usual during the past few years. Last Fall the stiff hat demand was materially better than last Spring, and this season the demand from all over the West is regarded as satisfactory in every particular.

Straw hat manufacturers enjoyed the best year for 10 years past last year, and are preparing for even a better trade during 1900. Crash hats, which have been worn to a considerable extent during the past few years, are dying out, and, it is expected, that this will benefit the straw hat trade a great deal.

Do you advertise a "special" in your hat department to retail at \$2 or \$3, so that anyone in town may know where he can get a certain value at a fixed price? It is a good idea and one that will build up a permanent hat trade provided good value is given for the money. A number of Chicago hat stores carry nothing but certain grades, and the \$2 and \$3 hat stores are very popular. This idea can be carried out in the departmental store as well as in an exclusive furnishings or hat store.

Poster and Window Cards.

A handsome and attractive poster, something quite unique in the hat trade, has been got out by Messrs. Waldron, Drouin & Co., wholesale hats and furs, Montreal, for the Spring trade. It is a large illustration in colors of a motor carriage, with two occupants, making its way along a park road, and the awning over the carriage is a stylish hat, one of Buckley & Son's English makes. Any dealer who wants a copy of this handsome poster can have one by dropping a card to the firm. Messrs. Waldron, Drouin & Co. have also issued some beautiful window cards, and dealers who display hats, either in the windows or inside the store, can profitably use them to sell goods. It is by features of this kind that sales are increased.

The London Fur Sales.

Canadian buyers who attended the fur sales in London declare that it was a very exciting experience this year, owing to the high prices that prevailed. Talking to Mr. James D. Allan, who has just returned, THE DRY GOODS REVIEW learned that it was the most buoyant sale in his experience of over 25 years. Some of the highest prices realized do not appeal to experienced buyers as being on a reasonable basis. For instance, the prices paid for seals, showing an advance of

80 per cent. on previous prices, seem absurd and suggest a little cornering. Then, in the matter of foxes, one silver fox sold for £390 sterling, a perfectly unheard of figure. In the matter of Persians, the first point is that these are in universal demand, as it is probable that English, French and German demand for this fur will be large. Advices from Bokhara state that many lambs died in birth and the mothers died also, and now in Russia they are asking 83 roubles for skins which were bought at 53 a short time ago. To illustrate the great increase in the use of Persians it may be mentioned that small German dealers who usually consume about 200 skins would buy 1,000.

Mr. Allan states that all the China stuff has gone up in price and the advance in goats was due to the small quantity which came forward and the demand for it. Astrakhans of fine quality are hard to buy at all, while it may be said there was really nothing that did not sell well at the sales. The price of skunk skins went up 20 per cent and every skin resembling skunk shared in the advance. Grebe is more worn than ever before, while ermine is much in demand, as is also chinchilla. Great quantities of Russian sables were sold, but these are not bought for Canadian trade.

In furs, the business of the world is good except in Russia, where numerous failures have taken place, but this has not affected Canada—the condition in Russia being off-set by fresh demand elsewhere. Mr. Allan, who travelled through a number of countries on the continent, saw in many places the common use of furs for neckwear, etc., and there is every indication that the trade is in for two seasons at least for a great consumption of furs. As to profits, a great deal will depend upon circumstances. The firm will get their stuff ready and will advise dealers who believe they can find customers to order at once and to stand by their orders.

The Cape Soft Felt.

One possible influence of the war on the hat trade is reported by a London correspondent who says: "Present operations in the hat trade point to the probable popular revival, next Summer, of the soft cape hat, in buff color. No doubt the style is being prepared now so that it may be ready when wanted to celebrate a more or less recent victory in South Africa. It is to be hoped, however, that all our articles of attire will not be fashioned in accordance with the only possible ultimate result of the war. The victory of America over Spain was productive, in the States, of the most astounding and eye-aching designs in ties, shirts, socks and waistcoats, and I was assured, soon after that victory, in a letter from a friend in New York, that Americans had taken unto themselves the external decorative characteristics of highly patriotic Christmas trees."

A correspondent asks for the origin of the phrase as "mad as a hatter." The following explanation appears in Dr. Brewer's "Readers' Handbook": "Mad as a hatter, or mad as a viper. Atter is Anglo Saxon for 'adder' or viper, so called for its venomous character; 'ater,' 'poison'; 'atter-drink,' or 'attor-drink,' 'a poisonous drink'; 'attor-lic,' 'snake-like.'" In effect, the words "mad as a hatter" are a corruption of the original phrase, "mad as an attor or adder."

A change has been made in the name of the well-known firm of G. R. Renfrew & Co., Toronto. It will hereafter be known as Holt, Renfrew & Co., the members of the firm being Messrs. John H. Holt and Allan E. Renfrew. Mr. John Bastedo will be, as heretofore, in charge of the Toronto house of the firm.

Hosiery Importers, Jobbers, Domestic Manufacturers and Retailers

are likewise interested in the following statement recently made by Jas. T. Smith, of the Lowell (Mass.) Textile School, before a subcommittee of the Federal Industrial Commission, at Washington :

“ It is not difficult to understand what an immense value to the hosiery industry of Germany the invention of the HERMSDORF FAST BLACK has been. We have developed as good a black at Lowell, but the value of the HERMSDORF dye not only depends on the chemicals, but on the methods of manipulation It is a very nice process. It gives a brilliancy to the fibre --- one of the principal reasons why the HERMSDORF dye became so celebrated.”

This report will shortly be transmitted to Congress.

Louis Hermsdorf
Dyer

*American Bureau of Louis Hermsdorf,
78-80 Walker St., New York.*

*Chemnitz,
Germany.*

*Selling Office of Hermsdorf Black Mercerized Yarns,
JOS. J. DeLONG, 396-398 Broadway, New York, N.Y.*

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

EDITOR, Good Advertising,—I have a small dry goods store here and have a good trade, but somehow I got overstocked with ribbons and can't seem to make them sell. Could you tell me how to advertise them in some way that will help me to clear them out?

—ONT., Feb. 16, 1900.

SUBSCRIBER.

[You could make your ribbons go quickly by having some of the stock made into belts, finishing them off with brass and other metal clasps, and advertising them as such. Neck ribbons and millinery made into bows for hats are other ways of putting "live wires" through your ribbon department. If you try these schemes I am sure you will soon cease to be overstocked.]

* * *

Some time ago, a certain well-known 14th street, New York, merchant said to his advertiser: "We have the same class of goods in stock as that of A. & Co., but we don't seem to get that class of trade, although our prices are much lower."

Reason should have told this man that if he tried until doomsday to bring the A. & Co. trade down to 14th street he would not succeed, but reason did not do her duty and he is still trying. The ad. man could not tell him or he would have made for himself an enemy for life.

Moral.—Know your people before you begin advertising. Put forth such inducements as will appeal to the people whom conditions are likely to bring to your store and not to an impossible patronage.

* * *

To advertise well does not follow that one must say the article in question has qualities not possessed by anything else of its kind, but in mentioning some quality not spoken of by other advertisers: For instance, Roxbury Rye Whiskey has made a great hit because the sentence "Bottled in Bond" is used wherever it is spoken of. Nearly every whiskey, for that matter, is bottled in the bonded warehouses, but no whiskeyman ever said so. It is a clever idea, and Steinhardt Bros. are to be congratulated

* * *

No matter how little is said in an ad., that little should be magnetic; there is entirely too much mechanical, wooden advertising done.

Merchants who are particular about having clever, up-to-date salespeople will buy newspaper space and use it in making a little feeble cry, not strong enough to hold the reader's eye for a second, much less bring in business.

I suppose that some of these merchants will wake up to this fact some time before the latter part of the next century. If they do not make use of clinching arguments they might as well throw their money away. Many a yard of dress goods has been sold through a ribbon advertisement, and in one instance a woman attended a shirt waist sale and before she

left the store purchased a grey tailor made gown to match the "pretty red waist" she bought at "such a bargain."

* * *

There is nothing under the sun better able to strengthen a veiling advertisement than to have an unusually pretty girl behind that counter to throw the various gauzes before her face while serving the customer. The sales in the veiling department of a New York house were increased 30 per cent. through this little device.

In short, nearly every line of goods must have some connecting detail in the department—something to clinch the inducement after the people are brought in the store through the newspaper.

A listless, indifferent salesperson can kill the best ad. that was ever written, and a tactless, over-attentive one can do the same thing. As the heart and lungs of the human system work in accordance, so must the advertising and the general management be in harmony with each other.

The best advertisers in the world are those who at some time have themselves sold goods.

These are they who have combined theory with practice and made their own deductions.

* * *

Cuts are a vital part of to day's advertising, and the best of drawings should be used, not the dowdy, sloppy, line cuts that can be had cheap. These are a detriment rather than a benefit. Use first-class drawings or else leave the space blank.

A snappy, stylish drawing of a woman's jacket will do more towards sale than 100 words as to its quality and value. If the drawing is poor, last year's sleeves, etc., the "unusually low price" will not have the same effect on the feminine reader. Strictly outline cuts are by far the best for newspaper use, but let the work be done by artists, not "would-be's," and half your work is done.

* * *

Originality has put in a great claim for having improved the advertising of the present day.

Judging from some of the horrible examples of "original" advertising I have seen, I believe that advertising would be justified in filing a mighty big claim for damages against "originality." True originality is a result of being natural, therefore, neither affectation nor artifice can produce it, so don't try to be original.

* * *

There are persons who can say as much in half-a-dozen words as other men can in 50. The faculty of brevity is of great service to an advertiser. Let me illustrate what I mean by brevity: During a recent cold snap in New York, one of that city's leading department-store proprietors in looking over his firm's advertising saw no mention of the large stock

GOOD ADVERTISING—Continued.

millinery advertisement. Think of a real live modern advertiser saying, "We cordially invite your inspection."

Ladies' Millinery and Hat Dept.

ADVANCE SHOWING OF

Paris Hats and Toques.

Toques, Turbans, Bonnets, Untrimmed Novelties, Etc.,
under import cost.

Beautiful line of Misses' and Children's Trimmed and Untrimmed Hats at prices that are exceptionally low.

Also a special sale of Ladies' Mourning Silk Hats and Toques, made in the most admirable styles, to-morrow, \$3.50.

For the coming season we have assembled the finest assortment of Novelties in Millinery Ornaments, Straw Braids, Tuscan, Spangle Effects and Fancy Hand-made Hats.

The Novelties we show cannot be duplicated elsewhere.
We cordially invite your inspection.

LISTER & CO., LIMITED, ANNUAL MEETING.

THE annual meeting of Lister & Co., Limited, was held in Bradford, Eng., January 30, Lord Masham presiding.

In moving the adoption of the report, the chairman said this year, for the first time for the last six or seven, they had had a rise in the value of raw material; there had, in fact, been a general rise in the value of all products, and they had shared in it. He did not think, however, that the prosperity of their firm had altogether arisen from the general improvement, but arose more from the improved position attained by the firm. They had worked a long time to establish new business and to open out new outlets in different countries, and generally doing their best to improve trade, and, in his opinion, their improvement arose not alone from the general prosperity and the advancement in silk, but largely from a really stronger and better business. The rise in silk had been remarkable—far more than they might have looked for—and was not altogether, he believed, beneficial. The advancement had been too rapid to be retained, and, if retained, he was of opinion that it would be hurtful to business. The directors, however, had worked prudently, and their stocks were such as enabled them to meet the difficulties of the situation. The directors had taken stock at cost price, and not at present day value, so that it was worth more than what it was shown at in the balance sheet. The figures in the balance sheet were not swollen by manipulating the stock, but the accounts showed the dividend to which the shareholders were fairly entitled. Some of their financial critics had expressed the opinion that they should have earned more than 5 per cent., but all he could say was that they had done their best. Mr. B. T. Gibbings seconded the resolution, which was accepted unanimously.

The chairman, in a personal explanation, said that at their last meeting he announced that he hoped this year to retire from the chairmanship of the company. He regretted to say, however, that his son, whom he hoped would meet with their approval as his successor, was not very strong or very well, and, under those circumstances, if it met with the approval of the shareholders, he would like to retain the chairmanship for another year. He was another year older, unfortunately, but he thought he was still as good in his head.—London Draper's Record.

E. G. Hall, of the Emporium, Rat Portage, Ont., is having his establishment renovated for the Spring trade. A new floor is being put in and the entire store given a coat of paint.

THE STATE OF THE MARKETS.

"One is tired of talking about it," said an experienced authority in the trade to THE DRY GOODS REVIEW, "but prices still go up. It is clear that the tendency is from the root up, being based upon rise in raw materials, and that values will be as high, if not higher, for the next 18 months."

"Take the case of cotton goods, for example. At first the idea of a corner in cotton might be suggested by the rapid rise of prices, but the trade are now convinced that the increases are based on natural conditions. Linens, too, are bound to be higher. It is said that all the home-grown Irish flax can be consumed by a single manufacturer of Irish linens. War has developed a feature not hitherto considered. Irish manufacturers have been using Russian flax for the coarser grades of goods, reserving the home-grown for the finer grades. There has arisen a demand for the Russian flax to be used for horse coverings, and this demand has sent the price up about 100 per cent., with a consequent effect upon all manufactured linens.

"The Liverpool and Manchester markets govern the price of raw cotton, and the standard price in the United States of recent years has been in the neighborhood of $5\frac{3}{8}$ or $5\frac{3}{4}$ c. A recent quotation in Manchester is about $10\frac{1}{2}$ c. Now, what does this mean? A reasonable estimate to make of the rise in price in manufactured goods, in sympathy with advances in raw material, is, at least, one third, so that if raw cotton has gone up almost 100 per cent., the manufactured materials will advance $33\frac{1}{3}$ per cent.

"Another controlling feature is the labor question. Organized labor is affecting every branch of manufacture by successful demands for higher wages. This change is taking place simultaneously with the advance in raw materials.

"In the Canadian markets, the best evidence of the condition is the scarcity of United States goods. The manufacturers there have not lately been showing cotton goods of any kind in Canada, although this is usually a dumping ground for their surplus stocks. There has been none of this for months past. The enormous advances in iron have made machinery dearer, so that every factor affecting the cost of textiles tends to a stronger market. There is no perceptible check in the volume of business, due to the South-African War, and in spite of 1900 being the Presidential year, business in the United States is still reported good. No corner in any class of raw materials is known to exist."

THE PROSPECTS OF FORT WILLIAM.

While the representative of THE DRY GOODS REVIEW was in Fort William he had the pleasure of calling on Mr. Marlette, manager of the Hudson Bay Stores, who was good enough to show him through the building. It comprises two stores with an archway joining them. One is given over to the grocery trade, and the other to dry goods; on the second floor, men's furnishings and clothing, next department is devoted to carpets and crockery ware.

Mr. Marlette said: "You know Fort William is only in its infancy. When we get the blast furnaces, copper smelters, and the Ogilvie Co. build their mill and elevator, it will make a wonderful difference. Of course, it is not supposed this will be completed much under two years."

Smallwares

THE...

Gault Brothers
Company

Department

Limited

Buyers in this popular department will be, this season, more than ever convinced that special attention given the samples of our Spring novelties will well repay them.

“SPECIALS”

EMBROIDERIES

Our extensive range of some 2,000 patterns of cambric and nainsook edgings, insertions, all-overs, flouncings, etc., **all now received** into stock, is meeting with a large and prompt sale, and, as these were all secured before the recent heavy advances, we are in a position to give our customers a decided advantage on that account.

LACES

The numerous lines of all kinds of laces, vals, plauen, guipure, torchons, etc., with a large variety of yoke nets, in white, black, and butter color, as shown by this department this season, has earned for us quite a reputation as a lace house.

MILLINERY

The attention of the millinery trade is especially drawn to the immense variety of plain and fancy ribbons in all widths, in silk, satin, and taffeta, represented in all the latest shades; also a range of fancy checks and plaid effects. Our line of fancy chiffons in all colors, in fancy crepon effect, in mousseline de soie and plain goods; also fancy ruchings, frillings, and fringes in black and colors, is a strong feature of this department.

NOTIONS

All the latest novelties in plain and fancy belt buckles, lace pins, blouse sets, beauty pins, boa holders, hair ornaments, etc., etc., are here in endless variety; also a magnificent range of beaded belts in all newest designs, in black and fancies, are meeting with quick sales.

While special attention is drawn to the above lines, we are still maintaining for this department, what the majority of buyers have given us, the reputation of having at all times one of the most complete and best assorted stocks in the trade.

The Gault Brothers Co., Limited

MONTREAL, WINNIPEG, VANCOUVER.

Sole Agents in Canada for Fownes' Gloves.

COSTUME



CLOTHS

OUR extensive assortment of fabrics for ladies' wear has been maintained by recent shipments of novelties purchased some time ago. During the past month, our large sales in these departments have borne evidence of the correctness and completeness of our various ranges in

VENETIANS

BROADCLOTHS

AMAZONS

WORSTEDS AND

SERGES, Etc.

and, while we have made arrangements which we hope will enable us to keep up our supply of

HOMESPUNS

till the end of the season, we advise early purchases to insure a selection.

Our representatives are now on their respective routes with a complete range of patterns.

FASHION PLATES in Stock (Men's and Women's).

NISBET & AULD

❁ ❁ ❁ TORONTO



The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P.E. ISLAND AND NEWFOUNDLAND.

OFFICES :

MONTREAL, (Telephone 1255) Board of Trade Building
 TORONTO, (Telephone 2148) - 26 Front St. West
 LONDON, ENG. (J. Meredith McKim) 109 Fleet St., E.C.
 MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann St.
 WINNIPEG (J. J. Roberts) - Western Canada Block.

Traveling Subscription Agents { T. Donaghy.
 { F. S. Millard.

Published the First of each Month.

Subscription, Canada, \$2.00; Great Britain, \$3.00.

Cable Address: "Adscript," London; "Adscript," Toronto.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, MARCH, 1900.

**WHEN WRITING ADVERTISERS
 PLEASE MENTION THAT YOU SAW
 THEIR ADVERTISEMENT IN THIS PAPER**

THE ORGANIZATION OF RETAILERS.

THE Ontario organization of retail merchants is again moving to bring the question of departmental stores before the Provincial Legislature. The support of the legislative committee of the Toronto City Council has been secured in promoting a bill to amend the Assessment Law so as to impose municipal taxes upon business firms in proportion to the annual turnover. If the Legislature can be got to devote attention to matters outside of mere party disputes, there seems no good reason why the proposal should not be fully discussed on its merits, and, if it commends itself to practical men, be passed into law.

The secretary of the association, Mr. Trowern, addressed a meeting at Peterborough lately, where a branch of the parent body was formed. In his address he pointed out that on such questions as insolvency bills, municipal taxation, the liability of corporations, trading stamps, and other matters, retail merchants had a deep interest, and should organize to have

their wishes obeyed. A criticism of city departmental stores was made, showing that retail merchants were suffering by reason of the misrepresentations which were put out in advertisements, etc., to draw trade away from its natural channels. The Peterborough branch has elected the following officers: President, Robert Fair; 1st vice-president, James Connal; 2nd vice-president, James Lynch; secretary, W. A. Cressman; treasurer, Alex. Gibson. The Peterborough association is thus in capable hands.

Much will depend upon the course retailers pursue. Departmental stores serve a purpose and a general attack upon them, through the press or in a similar public manner, is not always the wisest course. The man who goes hunting with a brass band does not usually shoot the most ducks. There are certain grievances which the retailer has and these ought to be remedied. Organization, a perfect understanding between one another, pressure brought to bear upon individual members of the Legislature and Parliament in the localities they represent are some of the best methods retail merchants can follow. In agitating for changes in the law—for instance, equitable taxation of stores, punishment of false advertisements, etc.—let the case be stated on its merits. If city departmental stores are denounced you hit the great consuming public in its strongest point, namely, the general desire to get goods as cheap as possible. But if a reform asked for is in itself reasonable, it commends itself to reasonable men. We believe that some approach to the German legislation against deluding people by means of lying advertisements is perfectly feasible for adoption in Canada. It would be a protection to the public and would help honest trading. That is its chief merit. That it will hit someone is a matter of secondary importance.

We have always believed that the local merchant is entitled to his local trade. To retain that he must necessarily practice the same enterprise and vigor in vogue with big city establishments. He is also entitled to protection from unfair and illegitimate competition. If asked for in the right way and by the united voice of the trade, we do not believe that any Government, any combination of powers, or any agitation can successfully resist the appeal.

CANADIAN MANUFACTURERS' ASSOCIATION.

EVERY manufacturer in Canada should inquire into the merits of membership in the Canadian Manufacturers' Association. Under the recent change in its management an entirely new life has been infused. Among some of the objects to be attained through its influence may be mentioned: Reduction in the railway freight rates, a proper and equitable insolvency law for all Canada, guarding against injurious legislation, watching hurtful tariff changes, procuring information of a practical nature about foreign markets, and many other important measures for the development and advancement of Canadian manufacturing industries.

As insurance against fire would be a failure unless the whole community paid premiums, so it is with everybody that wishes to attain benefits. Manufacturers in Canada spend thousands

of dollars annually to protect their business against an improbable fire. In the Canadian Manufacturers' Association the yearly fee is only \$10, and every measure that is considered is for the benefit and gain of every member. Write the secretary for a copy of constitution and by-laws. The association is non-political and extends over Canada, wherever there is a manufacturing district it has members, and every Province has its vice-president. On all the committees outside towns and cities are represented. The executive committee meets every second Tuesday at 2 o'clock, and members of the association are always welcome. Very commodious premises have been secured in the Board of Trade building, Toronto, where will always be found plenty of reference matter in the way of trade papers, returns, freight rates, etc.

THE LINEN SHIRT.

THERE is hardly a line in which cotton has more successfully fought linen than in men's shirts. For superior trade, the finest linen was once required for shirts, but, as whiteness became the great feature of this article of men's apparel, cotton came more and more into vogue.

In order to get a very fine appearance, it was necessary to bleach the linen to such an extent that the wearing qualities of the garments became impaired. This paved the way for the use of cotton, until now, it is said, an all-linen shirt is a rare article. Rich people, including even royalties, are now declared to have only the fronts and cuffs of their shirts made of linen, the bodies being made of cotton. Instead of ordering shirts at about \$7 apiece, one of the Rothschilds, who prides himself on being correct in every point of dress, now contents himself with a cotton-body \$3 shirt.

Is it not a strange thing that, as the world grows wealthier, the use of the most expensive grades of goods becomes less common? Hand-made goods, which are usually more durable, tend to disappear, and manufacture by machinery rules the roost. This is natural enough for the mass of mankind, who are not anxious to pay any more than they can help. But, one would imagine that, as a certain section of the people in highly-civilized countries grow richer (richer than at any previous period in the world's history), there would grow up beside them a class of makers producing goods for the luxurious classes, which could not be purchased by ordinary people at all. But, speaking in general terms, one man is nearly as well dressed as another. The average millionaire, rolling along in his carriage, is probably no better dressed than the man who walks along the street with but one-fiftieth part of the millionaire's income.

MAIL ORDERS.

THE mail-order business has developed into a great convenience in trade. This is true of both wholesale and retail. Wholesale houses now make a great many shipments in a year in response to orders by mail. The city departmental stores, as is well-known, thrive on mail orders.

What causes more trouble than any other feature in this business, is that the person ordering the goods does not clearly

state what he or she wants. The departmental stores usually assign their brightest people to look after the orders received through the mail. The wholesale houses put the duty in the hands of competent men.

But much depends upon the purchaser. If he or she makes a mistake, or does not give a definite description of the lines required, how on earth is the person filling the order to supply the omission? "I am not a mindreader," said a clerk to THE DRY GOODS REVIEW one day, handing over for inspection an order just received; "so how can I tell what was in that man's mind when he wrote that order?" It was well-nigh impossible to know exactly what was wanted. However, after careful thought, a certain line of goods was deemed the one required, and, as prompt shipment was requested, it was sent out. It proved satisfactory, at least no complaint was ever made.

At the same time, purchasers, whether in the trade or merely individual consumers, ordering from a merchant, ought to bear in mind the difficulties which a vague order entails. No one wants to wait for goods, nor is it satisfactory to have further correspondence, as life is too short to spend it in writing two letters where one will do.

Therefore, clear, definite orders should be encouraged, and no purchaser has a right to complain if trouble arises from his own faulty statement. The city departmental stores go to immense pains in filling out-of-town orders. They know quite well that if this was not done their trade would fall off.

WOOLLEN GOODS IN AUSTRALIA.

If a better tariff arrangement between Canada and the new Australian Commonwealth were to be effected during the next few years might not our woollen mills look for increase of trade there? The British woollen manufacturers do a large trade there now. Their travellers make regular trips to the Antipodes, and some mills have regular agents there, either with or without stock.

The principal woollen goods of Australian manufacture are made in the colony of Victoria. The extent of this industry at the present time is as follows:

Spindles in use.....	23,065
Wool used.....	2,685,803 lb.
Cotton used.....	188,000
Pairs of blankets made.....	23,872
Shawls made.....	2,375
Tweed, cloth, etc., made.....	988,067 yds.
Flannels made.....	1,031,914 yds.

This indicates a woollen industry of some dimensions, but at the same time the imports of woollen materials are large, and as Victoria sells less than £50,000 worth yearly of these goods to her neighboring colonies, it is clear that the union of the whole continent under one tariff, with a mutual preference between Canada and Australia, would afford an opening which our mills should not be slow to avail themselves of. We must trade where we can, not where we would like to trade. Australia is a distant market and, therefore, an expensive one in which to initiate trade. But, as the United States do not want and will not take our goods, it is well to look elsewhere.

SELLING TO EMPLOYEES.

SEVERAL merchants in the Eastern Townships of Quebec Province have had an interesting correspondence. It has been sent to THE DRY GOODS REVIEW for publication, and will be found in another column. The question dealt with by these gentlemen is the price at which employes in their own stores should be allowed to buy goods.

We would like to hear from other merchants on the question, which is one deserving of consideration. The three merchants whose letters are given, namely, Mr. W. G. Brown, of Cowansville; Mr. J. J. Mullin, of Bedford, and Mr. A. J. Hudon, of Richmond, are of one mind on the subject. They agree that it is not sound business to sell goods at invoice prices, because, of course, that is less than the actual cost of them, and a wise merchant does not wish to sell goods except at a profit.

There are the two standpoints from which the matter can be looked at. First, there is the merchant's position, which is, as we have said, dictated by the desire not to lose money on his goods. If he clears out the remainder of a line at a reduction he is supposed to have made his profit on the early sales. Consequently, a clearing line is not a precedent for selling goods to anyone below cost.

Then there is the employe's standpoint. They appreciate good treatment, and it is always the best policy to treat them well. They are, doubtless, glad to get goods for their own use at the lowest possible price. If they get them at invoice prices they know that is less than cost. Then it becomes a money bonus to them. Is it not, however, better to get a concession in hard cash than in goods? The temptation to buy more than one needs is strong when one feels that goods can be got under current rates. Many employes, most of them, probably, would prefer all concessions from the merchant to come in the shape of their salary. As the business prospers they will receive a higher rate of pay. If, however, any employe has a different opinion, and cares to express it, without giving his name for publication, we shall be glad to print it.

SUBSTITUTION AND CASH PURCHASES.

A CORRESPONDENT, signing himself "Business Man," writes us: "In nearly every issue of your paper, you advocate buying goods for cash. I wish to make the remark that retail business men cannot buy goods for cash and make it pay, for the simple reason that the wholesalers in Canada would rather sell on credit. I have ordered goods in Canada and sent the money with the order, and every time my order has been substituted."

Our correspondent, who wishes to be anonymous, goes on to state that, in one instance, he sent an order to the agent of a firm, enclosing a cheque for the amount. The goods received were not what he ordered. There was no invoice accompanying the goods. He returned them and demanded the money back, but the goods were merely sent back to him without explanation. Our correspondent concludes: "Do you call that business?" and remarks that probably the firm itself had no knowledge of its agent's proceedings. No doubt, and our correspondent might have written direct, and

his grievance would have been remedied. Every first-class house is anxious to oblige its customers, and does oblige them very often. Difficulties will occur sometimes, even when precautions to avoid them are taken, but we have never yet found a case where an explanation could not clear up a misunderstanding. It does not follow that either the retailer or the wholesaler is always wrong.

Where cases of substitution occur it may be due to the vague wording of the order, or a misunderstanding by the traveler, or a mistake in the wholesale house, but in any event it is well to have the whole thing cleared up. Mistakes will occur. If there was an infallible rule for preventing them this world would be a paradise. But we do think that the retailer, on making a complaint, is entitled to prompt attention and courtesy; and that any honorable firm, on making its explanation, is equally entitled to belief and confidence on the part of its customer.

THE U. S. MOVE AGAINST RECIPROCITY.

CERTAIN manufacturing interests in the United States are opposing a project to have a reciprocity treaty with France. One article in the proposed treaty provides for a reduction of 5 per cent. in the existing duty on silk goods and cotton fabrics mixed with silk, and this, it is contended, will disadvantageously affect the manufacturers of upholstery fabrics. One of our upholstery and carpet contemporaries in the United States says:

American silk goods manufacturers are very much alarmed at the proposed treaty. They are not only alarmed, but they are also taking a large part of the stoppage of our curtain and piece goods mills, incident to the present strike, and orders have been booked which should have started home.

There is nothing to be particularly coveted in a close alliance with France if our working people are to be the sufferers in consequence.

What comes from there should pay a stiff duty, and if enough French goods do not come in under the highest rates, the output of our own mills will immediately increase, and we shall be better off than ever.

We do not blame our American friends for looking carefully after their own interests. If they do not, no one else will. But to the foreign mind the question naturally suggests itself: How high do the United States interests think their tariff can be put without courting retaliating measures abroad, and how do they expect American goods to be purchased by foreigners if they are going to decline to buy the goods of those foreigners? These conditions take time to work out, but, as the Dingley tariff is abnormally high, and likely to remain in force for some time to come, we cannot help thinking that Europe will one day begin to take combined action. So far, Great Britain has stood in the way. By admitting American goods free of duty, she is thus the best friend the Republic has across the ocean. But supposing she modified her policy in the direction of an Imperial tariff, in order to found an Imperial defence fund, would not the Americans suffer? There is such a thing as overdoing protection.

In Canada, our tariff which is low compared with that in the United States would not last two years if an equally convenient means of raising enough revenue could be devised. But, as our population is widely scattered, the cost of collecting direct taxation renders it impracticable as a method of providing revenue. But even our low tariff tends to become lower rather than higher, and it would not be surprising if the duties on British goods were still further reduced as time goes on.

BATTING...

Guaranteed free of Threads and other weak and lifeless stock

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for. . . .

**North Star, Crescent
and Pearl Batting.**



Design A.

DORCAS THIMBLES

(Horner's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

**The Most Popular
Thimbles of the Day.**



Design G.

Canadian Agent

H. PEARCE

Temple
Building

MONTREAL.



Design K.

FASHION IN FEATHERS.

Ready For Spring Business?



IT is not enough in planning your spring business that all the thought should be given to new goods that may be coming in. You have on your shelves, no doubt, stocks of feathers and plumes that run into good money, but they are not salable. It is our place to make these goods possessed of a money value.

We clean, dye or curl your feathers—give to them the fashionable colors of the new season—dyed in the latest Parisian shades.

We will make them up in the flats, tips, aigrettes, pompons, etc., in the choicest style of the feather-makers.

Our feather department manager is an experienced and skilful artist.

The dyeing is done under the personal supervision of our Mr. Parker.

When we have finished with your feathers nobody else in your town can show anything so artistic—so right-up-to-the-minute in style.

Any other particulars gladly furnished.

R. PARKER & CO., DYERS AND CLEANERS Toronto.

Head Office and Works, 787-791 Yonge St.

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Worth any number of pigeon holes or folders. With it the busy business of a few long minutes can be done in a small space. All the information and correspondence that are scattered throughout his office and desk. Each day is kept in order. He notices those matters which should have immediate attention. He has at his disposal 400 Record Cards Ruled, 1 Alphabetical Index, 25 Blank Index Cards, 1 Handsome Polished Desk Drawer Tray, 9 in. long and 7 in. for each additional inch in length, made of quarter sawed oak. If not perfectly satisfactory you can have your money back. Catalogue for the asking.

The Canadian Typewriter Exchange

45 Adelaide St. East, - - - TORONTO

Mention this paper.

THE EMPIRE CARPET CO.

Wish to thank the carpet trade from Dawson City to Sydney, C. B., for very generous Spring orders. Our output for Spring will show a big increase over any previous season. The moral is easily apparent. Honest goods, correct values, attractive designs and colors are sure winners. All these qualities are combined in the popular Empire Brands. If you are handling Empire Carpets and Art Squares, you can profitably compete for the best trade in your locality. Our Fall designs are now in course of preparation, and will be the most attractive in all respects we have ever shown. Owing to recent additions to our plant, we are now in a position to fill repeat orders for sorting trade very promptly.

We will be pleased to forward samples at any time.

THE EMPIRE CARPET CO.

ST. CATHARINES, ONT.

GOLD MEDAL BLACK DRESS GOODS

WE MAKE

All Styles and Weaves of Black Dress Goods.

Our collection for Fall, 1900, will be one of the largest and most complete ever shown in Canada. Merchants wishing to see our line will kindly communicate with our Canadian Manager

H. C. FLETCHER, 10 Front St. W., TORONTO

LEVISON BROS. & CO.

Manufacturers of the celebrated

GOLD MEDAL.



Carpets, Curtains and Upholstery.

THE OUTLOOK IN PRICE.

THE buyers of carpets must look forward in the near future to paying more for all lines. Every item in raw material has very much advanced, and there appears to be no prospect of a reduction for some time. Wool, cotton, linen and jute are scarce, hence the rise.

Raw material for textiles differs very distinctly from that of any other class of manufacture. Sheep have to be raised and the wool to grow; cotton to be cultivated, also linen and jute. The silkworm also has to be propagated. But industries relying on woods or metals only need the application of energy to give them what is needed in a given time.

In carpets, some dealers are always willing to buy what happens to be a good-looking line, if it happens to be low priced, without regard to the honesty of its yarns. And high-priced yarns will always give a careless maker of carpets the opportunity to put on the market an inferior, but nice-looking, article.

Here is where the value of a trade mark comes in. It is the honesty it guarantees that gives it value, and any manufacturer who respects his credit will not destroy the value of his trade mark. Caution should be used by buyers to guard themselves against deleterious carpets going into their stocks, which will surely do harm to the reputation of the carpet department. Buy from reputable houses. Buy standard goods, and be prepared to pay the advance for reliable goods.

THE CHINESE MINISTER AND ENGLISH CARPETS.

The Chinese Minister Plenipotentiary, Sir Chihchen Lofenghih, is making an industrial tour of the great manufacturing centres of Great Britain, accompanied by his staff. The scope of his investigations has included almost every department of industry. One of the most attractive operations seen by Sir Chihchen was the manufacture of carpets in Kidderminster.

The finest carpet works visited was that of Woodward, Grosvenor & Co., Limited, which, according to Commerce, London, may justly be regarded as being the head of the British carpet-weaving industry, their turnout of brussels, wilton and axminster carpets being enormous. The firm dates back to the 18th century, and was originally formed for the manufacture of bombazine, many ancient patterns of which were shown the visitors from the Orient. The treatment of the various designs well-known to the trade as "Oriental," "Empire," "Adams," and "Louis XVI.," was carefully gone into, and His Excellency expressed great admiration at the exquisite effects produced. In the course of his conversation with Mr. Grosvenor, Sir Chihchen remarked that the principal carpet centres in China were in the north, the rigors of the climate rendering heavy carpets necessary. In the south, he explained, matting was principally used for floor covering. The Kidderminster carpets were considered a great luxury in that section of China.

The works of John Brinton & Co., were also visited. These are the principal spinning and weaving works of the place, and turn out a large quantity of material. The various stages through which wool is converted into worsted were carefully

examined by His Excellency, and pointed questions were put as to the organization of this vast establishment. Of more than ordinary interest was a magnificently constructed loom, capable of weaving an axminster carpet in one process.

The perfecting of this machine has taken many years to accomplish, improvement after improvement being made in order to make the loom the complete thing that it is.

COSEY CORNERS.

A professional decorator, in speaking of the cosey corner fashion, said: "It is so now that there is not a library or hallway, not an upstairs sitting-room or even a dining-room, in houses of any pretensions to comfort which is not fitted with canopied couches. It does not seem to matter whether the style of the room admits it or not. It does not matter either with what the couch is canopied and cushioned, though assuredly turkey red calico would be preferable to much of the material used. Bagdad curtains which have outlived their best usefulness, bits of colored spreads, lengths of cloth picked from bargain counters and draped over a frame are accounted sufficient to make a room attractive, and are introduced regardless of the room itself. Even drawing-rooms, where a certain amount of dignity is looked for at least, are invaded.

"The third floor 'dens' in so many houses started the fad. In dens cosy corners are eminently fit. Nothing lends such an air of comfort, and even suggestion of Bohemianism, as such a corner, where the rest of the furniture of the room consists of odds and ends in old oak and casts and brasses picked up everywhere and huddled in a room with no thought of fitness. A den is a delicious place, and no home should be without one. But where the exigencies of the rooms will not admit one, it is by no means desirable than an attempt at a den be made in the down-stairs rooms, to the destruction of their individuality.

"Magazine illustrations of the ideal room," said an architect lately, 'have done more toward making inartistic homes than has any other one influence. Window seats were all right. But a bit of Oriental stuff draped over a stick, and a tabouret set near it, are neither artistic nor desirable, and nine times out of ten quite destroy the character of a pretty, albeit somewhat commonplace, room.' N. Y. Upholstery Trade Review.

TRADE REPORTS FROM ENGLAND.

It appears that the carpet and kindred trades in England are very active just now. Mr. Mitchell, the buyer for John Macdonald & Co., who has just returned from Europe, says that the first advance in the price of carpets went into force in January and amounted on all tapestries to one half penny per yard. It is expected that by the time new business for Fall is placed a much stiffer advance will be put on.

Linoleums and floor oilcloths are now up 25 per cent. in price and the manufacturers claim at the present prices they are not getting cost, seeing that oil is up 100 per cent. and that about 65 per cent. of linoleum is oil. Then, again, canvas is not only up 20 per cent. but the demand cannot be supplied by the Dundee maker, who supplies the whole world with this material. Therefore, the British linoleum manufacturers believe that this is a critical time for them as they fear they will either have to close down for a certain number of days per week or else work short time. In consequence, the manufacturers will not take orders for future deliveries except at prices prevailing at the time of delivery. They have not

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MANUFACTURERS OF

HAND AND MACHINE MADE



DETROIT FACTORY

OPAQUE SHADE CLOTH.

ART LACES AND
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CORNICE POLES AND
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KINDLY allow our travellers when calling on you to exhibit our New Samples of

LACE CURTAINS and NETS,
FURNITURE COVERINGS,
TAPESTRY CURTAINS and
" TABLE COVERS,
CHENILLE CURTAINS and
" TABLE COVERS,
UPHOLSTERY and DECORATIVE FABRICS,
SASH CURTAINS and
UPHOLSTERY SUPPLIES,
LINEN VELOUR CURTAINS and
PIECE GOODS.

Many of the above goods are from our own looms.

WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the retailer a large profit.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS AND INQUIRIES FOR ESTIMATES, ETC.

See Our New Illustrated Catalogue.

N.B.---We have purchased the H. M. Flock Metal Plant and added it to our own for making Stair Plates, Drapery Pins, Shade Pulls and other metal goods.

CARPETS AND CURTAINS—Continued.

raised prices in proportion to the advance in their raw materials so that if any decline takes place in these raw materials the price list for the manufactured lines will not require any modification.

In the case of lace curtains and curtain goods the English prices are up from 10 to 25 per cent. while jute goods are firm with 10 per cent. advance. On account of the amount of business which the manufacturers have handled, they say that new patterns are out of the question and that therefore the best a man can do, with possibly a few exceptions, is to make repeats of the best sellers of last season.

A LARGE STAFF OF TRAVELERS.

Ten travelers are now on the road representing the firm of Messrs. George H. Hees, Son & Co. Besides, they have one resident traveler in Newfoundland and one in Australia. Their new lines of upholstery goods and lace curtains are meeting with unlooked for success, and from this fact it must be granted that their goods as well as their prices are very satisfactory, for no shrewder buyers are to be found in any country than right here in Canada. Messrs. George H. Hees, Son & Co. handle such immense quantities of upholstery goods and lace curtains that they are able to have the leading foreign factories confine their goods in Canada to them exclusively. At their new upholstery plant in Valleyfield, new looms are constantly being added, and some of their latest productions would be a credit to any of the oldest manufacturers. No one in the Dominion handling upholstery goods, lace curtains, window shades, drapery poles and trimmings or other goods they either manufacture or control can afford to pass by this progressive firm. If you are not already dealing with Messrs. George H. Hees, Son & Co. write to them to have one of their travelers call on you. Their travelers cover all parts of the Dominion. For the convenience of the trade in the vicinity of Montreal, they have fitted up the premises at 43 St. Sacrament street, which are in charge of Messrs. Duverger and Torrance.

THE CANADIAN FLOOR OIL LIST.

The latest price list for Canadian floor oilcloths, since the issue of a new list, dated February '21, is as follows:

FLOOR OILCLOTH.						Cents.
No. 1 quality, in widths of	4-4,	5-4,	6-4,	8-4,	10-4 per sq. yard.	33
No. 2	"	"	"	7-4	"	25
No. 3	"	"	"	8-4	"	20
C	"	"	16-4 (4 yds only)	"	"	48
Mats or rugs, No. 2 quality						33

CANVAS STAIR OILCLOTH.

	Widths—			Cents.
	3	4	4	
Canvas back.....	9	11½	14	
Painted back.....	12½	16	19	

Lengths of pieces, 30 yards.

Terms: Cash, less 3 per cent, in 10 days.

A LATE ENGLISH REPORT.

A late report from England, in The Kidderminster Shuttle says: "The tone of the carpet trade has improved. On the whole manufacturers are well employed, and in some instances pressure is being applied for the execution of Spring orders. The question of an advance in the price of carpets cannot now long be deferred, and it is stated in some quarters that action will be taken within the next week or two. One of the questions which is exercising the minds of business men just now is the advance established in all kinds of material. It is not only in yarns, cotton and jute, that the manufacturer has had

to face a rising market, but in such subsidiary materials as oil, soap, leather, iron work and fuel. These items, perhaps small in themselves, considerably increase the regular charges of a manufacturing concern and emphasize the importance of a revised price list for carpets. In wools and yarns trade is progressing in a steady and satisfactory manner. Prices both for wools and yarns are for the moment stationary, but the marked advances secured some time back are being maintained, and a fair steady trade is passing."

CARPET TRADE NOTES.

The large carpet sizes in smyrna rugs continue to grow in favor, and the line made by the Toronto people is worth attention. The plain color ingrains used so much with them can be had in several popular shades.

The lace industry in Ayrshire is reported to be in a satisfactory state, although the output of some firms is restricted, owing to a scarcity of weavers. Manufacturers are busy with the designs for next season. In the home markets the demand is for brussels—net and double-action curtains. Designs of a light and fanciful style are in request for the American market.

A hall carpet lasts for years, but the same fabric used on the stairs becomes shabby in a few weeks, and threadbare in a few months. To prevent this, step plates and nosings of metal have been tried, but have proved unsatisfactory, being noisy, ill-looking and dangerous. Many an accident has occurred through a shoe or a skirt catching in them, or by the slipping of a foot on the smoothly worn surface. They were liable to crack, bend or break after short use, and a great deal of labor and care was required to keep them clean. The patent rubber nosing, known as Knapp's, is coming widely into use.

The Toronto Carpet Manufacturing Co., Limited, have just placed on the market one of the most popular rugs they have yet issued. The trade will recall the success of their "Jubilee" axminster rug, and, believing that the patriotic feeling now so strong all over the country would appreciate a patriotic rug, they have just issued a smyrna rug in their "Tecumseh" quality, size 30 x 60, adapting the bull-dog and Union Jack, after the celebrated painting of "What we have, we'll hold." The coloring has been carefully studied. There is no doubt this rug will have a large sale, and orders should be sent in at once.

FRINGES.

Just of late the trade in general has not been quite so brisk. There is not so much demand as there might be for the long and expensive lines of fringes; but, in spite of this fact, the demand for nearly all lines is on the increase. The favorite fringe is the ornament for the front of the skirt. This has taken very well indeed. As stated before, the fringes are in all colors, and some wholesalers have gone to the trouble of selecting a full line of fringes in every shade. The majority, however, prefer to keep to the black, as it is suitable to any shade of color or ground, whereas the colors are frequently hard to match. The medium black fringe is enjoying an extensive sale.

The Toronto Board of Trade has appointed a sub-committee on new industries to cooperate with the city assessment department. A proposition is now before it to establish in the city a factory for making cotton duck. Mr. Charles Grantham, of Yarmouth, N.S., who has the project in hand believes that an investment of \$500,000 would create a mill employing 400 hands and be a paying investment.

W. TAYLOR BAILEY,

MILL AGENT,

**Upholstery Supplies, Drapery Fabrics,
and Brass Goods.**

MANUFACTURERS
OF . . .

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade
Cloth

Plain, Dado, Laced and
Fringed Window Shades

27-29 Victoria Square, MONTREAL.

Will Soon Be Ready

Perfection Brand our lines of Bed Comforters, Cushions, etc.

For 1900 will be superior in every way to anything ever turned out before. **We have secured absolute control** of all patterns we intend using, and **they are beauties.** It will be of particular interest to you to see our new samples before placing orders.

Travellers will call upon you some time in March or April.

CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton
and Wool Comforters, Cushions, Tea Cosies, etc.

MONTREAL.

A TRIBUTE TO CANADIAN GOODS.

THE Southern Review of Commerce, published at Louisville, Ky., says: "It is a well-known fact that during the eighteen years' existence of The Southern Review of Commerce there has never appeared upon its pages the indorsement of any unreliable article or manufacturer, and in order to sustain its reputation for honest and unprejudiced opinions on all subjects called to our attention by subscribers, we never make a recommendation until after we have first satisfied ourselves, beyond the possibility of a doubt, as to what article, line of goods or manufacturer (as the case may be), is actually the best and most meritorious. These investigations are conducted by our representatives in various parts of the country and without the knowledge of anyone in any way connected with the article in question. Accepting no pay or reward of any kind therefor we are always in a position to state the facts as they are actually found to exist.

"In pursuance with our policy we have just concluded one of our invariably careful and exhaustive investigations on the subject of underwear for the benefit of dealers among our subscribers, and now have no hesitancy in recommending the Penman Manufacturing Company, Limited, of Paris, Ontario, as making the best and most reliable line on the market.

"In the production of their goods, every care is used, both in the selection of the material used and the manufacture and the skilled labor necessary to successfully complete the product. Their mills are equipped with the latest and most improved machinery and appliances which enables them to give a finer finish and at a less cost than any of their competitors.

"We advise those who have written us, and others who may be interested in this editoial, that you place yourselves in direct communication with the above firm, or Messrs. D. Morrice, Sons & Co. of Montreal, Quebec, selling agents. Inquiry from them will doubtless elicit information as to further details which space limitation prevents our giving in these columns.

"We take pleasure also in recommending manufacturers and selling agents alike as gentlemen of the highest commercial standing, with a known reputation for business integrity and fair and honorable dealing.

"We realize the importance of such a decision since we are aware that our readers will accept it as final and worthy of the fullest credence. However, the superior quality of their product justifies The Southern Review of Commerce in giving this firm its editorial indorsement and the dealer who handles this line of goods will find that he has in them not only a popular but a profitable line of goods.

"In conclusion we might add that we have no interest in the above firm or their selling agents, other than to place a reliable manufacturer of underwear before our subscribers, whom only we seek to serve."

BLOUSES.

Tooke's sale of blouses is on the increase. The demand for silk blouses is notably so, notwithstanding the advanced prices in silk. Cotton blouses are up again, on account of the difficulty of getting cotton from the mills. As one merchant said, "It is like drawing teeth to get your orders filled." The trade are requested not to be in too much of a hurry therefor, but to have some patience; and another thing that should be remembered is that orders which have been sent in months ahead must naturally receive attention before those which are now coming in. As to design, the same is still the case as has

been for some time past, stripes, large ones, are in favor, and large figures. The new dress sleeve has taken particularly well, and is most popular with white goods and muslins.

BULLER AND WHITE.

The W. R. Brock Co., Limited, Toronto, always up-to-date and in the front ranks, like the gallant Highlanders, have cabled for and received, just in time for the relief of Kimberley and Ladysmith and the surrender of Cronje, a most suitable patriotic handkerchief, assorted in various colors and two designs, one being a map of South Africa with lifelike photos



The New Patriotic Handkerchief.

of the gallant Col. Baden-Powell, who has held Mafeking, Hildyard, Methuen and Gatacre, with the appropriate motto, "Empire Welders." The other is a picture of the "hero bugler" and an equally appropriate motto, "United We Stand," and photos of the gallant Generals Buller, White and Symons and Governor Milner. They are put up in 10-doz. bundles, and sell on sight, and the trade can wire or telephone for them while the patriotic wave is on.

BRISK SEASON AND HIGH PRICES.

The new department of The W. R. Brock Co., Limited, Toronto, report a very satisfactory trade in all grades of carpets and housefurnishings. A sharp advance in prices on all classes of goods in this branch has spurred the retailer who has sufficient foresight to anticipate his wants for the next few months. This has made trade unusually brisk. The firm expect this state of things to continue for some time and are augmenting their stock in anticipation.

S. Greenshields, Son & Co. state that they can now quote on Shetland floss for Fall delivery, and request that they be written to for prices.

Messrs. Hainstock & Dean, of Olds, Alberta, have sold out to J. Brumpton, of Moorefield, Ont. Mr. Brumpton has been in business some fifteen years in Ontario and intends to open an immense display of goods at Olds this coming Summer.

The old firm of Lajoie & Finn, in business at Three Rivers for the past twenty-eight years, have sold out. One of the firm, H. Lajoie, died not long ago, and the remaining partner, N. Lajoie, retired. The business will be carried on by the firm of Lajoie, Frere & Co., composed of Riel Lajoie, A. Fugere and Nap. Desaulniers.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

*All-Wool and
Union*

Carpets

Second to none for design, coloring and finish.

Quick sellers. Every yard guaranteed according to quality.

It will pay you as a dealer to look through our line for yourself when our representative calls on you.

A post card will bring you a full line of samples. Prices right.

OUR SPECIAL BRAND THE "CANADIAN,"

BEST WOOL CARPET IN THE WORLD.

A full line of Rug Fringes, Carpet Binding, Smyrna and Moquette Rugs, Wool Mats, etc.

Royal Carpet Co. GUELPH, ONT.

The Guelph Carpet Mills Co.

Limited.

**FINE BRUSSELS, WILTONS,
and INGRAINS.**

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

THE

Watson, Foster Co.

LIMITED.

Makers of WALL PAPERS
ARTISTIC
EXCLUSIVE
SUCCESSFUL

— MONTREAL
QUE.



You are Sold Out, or Short

perhaps, of some of our numbers, though the season has hardly developed yet, or, possibly, we are "strangers yet." In either case, we will, if asked, send you condensed sample books of any grade desired. *SPEAK SOON*, however, as we shall have to withdraw some patterns shortly.



K. Ishikawa & Co.

Main Office:

Yokohama,
Japan.

Canadian Office:

24 Wellington St. W.,
TORONTO

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. G. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

RIVAUS THE LIGHT OF THE SUN.

Our Illuminated

Silent Salesman
TRADE MARK

SHOW CASE

will increase your sales 50 per cent

Send for descriptive circular.

We make all kinds of modern
Show Cases for inside and outside
use.

We also make Metal Store Front
Sash

John Phillips & Co.,

LIMITED

Established 1864

DETROIT, MICH. and
WINDSOR, ONT.

Address all communications to Detroit.

Illuminated Cases can be seen at

CANADIAN REFERENCES:

W. J. Dyas, Toronto, Ont.

Lane & Co., Halifax, N.S.

F. J. Miller, Walkerville, Ont.

Letendre & Arsenault, Montreal.

Chandler & Massey Co., Toronto, Ont.



Patented in United States and Canada (John Petz, Patentee).

MESSRS. WILSON & RANKIN'S STORE.

IN the present issue will be found two interior views of the establishment of Messrs. Wilson & Rankin, in Brandon, Manitoba. These views are both interesting and instructive to the trade generally, for they are full of suggestion as to the display and arrangement of stock, and indicate taste and management of a high degree in interior store system. The views also reveal to the eastern merchant the magnificent stores which are growing up in our western country. The arrangement and style of the men's furnishings department and the dress goods department, both of which are shown in the illustrations, are well worth an examination. Messrs. Wilson & Rankin are old readers of THE DRY GOODS REVIEW, and when Mr. Rankin was in the eastern cities lately on a buying trip he discussed business matters freely with a reporter.

The business situation in Manitoba, he said, was satisfactory, for the crop outlook was good, and, while the mild winter had doubtless interfered with the trade of some merchants in heavy goods, it was also true that, as a general thing, trade was good and people were making money. Another matter of equal importance to the country, Mr. Rankin pointed out, was the growth of immigration. As an accidental illustration of the tendency to locate in the West he had met a gentleman in Chicago, who owned 5,000 acres of land in Dakota, and who said that, as

United States land was becoming scarce, people were looking to Manitoba, and he himself had thought of making purchases in that Province.

THE POSITION OF IMPORTED GOODS.

Mr. A. H. Hardy, of S. Greenshields, Son & Co., has just returned from Europe. During his stay there he carefully studied the English and continental markets, and found a heavy advance in the prices of all lines of dry goods. Moreover, the working classes are getting higher wages, and will only work on the better classes of goods, which compels the manufacturers to give very slow delivery of low and medium-priced lines. Even in such regular lines as cotton and cashmere hosiery, handkerchiefs, laces, lawns and muslins, etc.,

manufacturers will not bind themselves to any particular date for delivery. There is every prospect of further advances, and Mr. Hardy advises cautious buyers, who have not already bought for their Summer season, to place their orders as soon as possible with his firm. There will be a scarcity of popular and fashionable goods for Summer trade, and the careful buyer should not lose any time in securing at once lines which are likely to be in demand for the season.

MONTREAL COTTON CO.'S STRIKE.

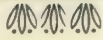
At time of writing, the strike of the operators in the mills of the Montreal Cotton Co. had not been settled. This is regrettable. It seems that the operators did not know exactly what



Interior of Messrs. Wilson & Rankin's, Brandon, Dress Goods Department.

they wanted. They at first asked for an advance in wages of 10 per cent., and got from 11 to 15, according to the quality of work done. They then stated that this was not what was wanted, and demanded 10c. on every 100 lb., an increase which would amount to from 35 to 50 per cent., according to the quality of work. It is stated by the authorities that the wages earned by some of the girls in this department are as much as \$4.50 to \$5 per week. Every girl has the same chance; but, of course, there are different degrees of smartness in this as in every other line of business. The millmen think it would be considered rather peculiar if the large retail dry goods stores were asked to pay salesmen and saleswomen all the same salary. At time of going to press, though help was still out, the dye works and bleachery were in operation.

Kirk's Patent Hat and Cap Rack



is made on an entirely different principle from any others, and is simple, effective and durable.

- It economizes space, as it hangs out of the way.
- It places your hats and caps where customers can see them.
- It places your hats and caps in a position so that customers can wait on themselves.
- It makes the hat and cap business a pleasure.
- It keeps the sizes arranged in order.
- It save your clerks time.
- It increases your sales.
- It keeps your stock clean.
- It is always conspicuous
- It places over one hundred hats and caps in view at the same time.
- The top is available for any surplus stock.
- It keep hats and caps from being tossed on the counter and on other goods.
- It adds to the appearance of your store.
- It prevents the destruction of the hats and caps, and
- It will save its price in one season.

DROP A CARD FOR PARTICULARS AND ALL INFORMATION TO

E. J. KIRK, - Bracebridge, Ont.

"Maritime" Wrappers

NEW STYLES
NEW FABRICS
NEW SHADES
NEW TRIMMINGS

Made and designed in the best style for **Sorting Trade.**

THE . . .

Maritime Wrapper Co.

Limited

Ontario Agent

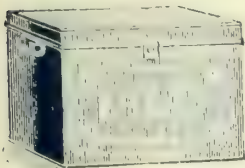
J. H. PARKHILL

46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.

ILLUSTRATED ADVERTISING PAYS.

SEND FOR CATALOGUE OF CUTS.



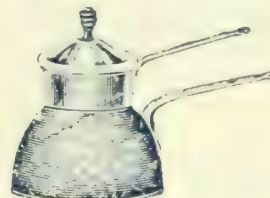
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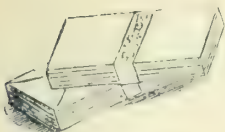
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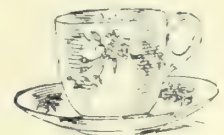
STANDARD ELECTROTYPE CO.

WILMINGTON, DEL., U.S.A.

PRICES OF CUTS IN THIS AD.

Less than 10,	20c. each	From 25 to 49,	18c. each
From 10 to 24,	19c. each	From 50 to 99,	17c. each
	100 and over, 16c. each		

If ordered sent by mail add 1 1/2 c. per cut.
Half-Tones, Zinc Etching, Electrotyping and Stereotyping.
Correspondence solicited.



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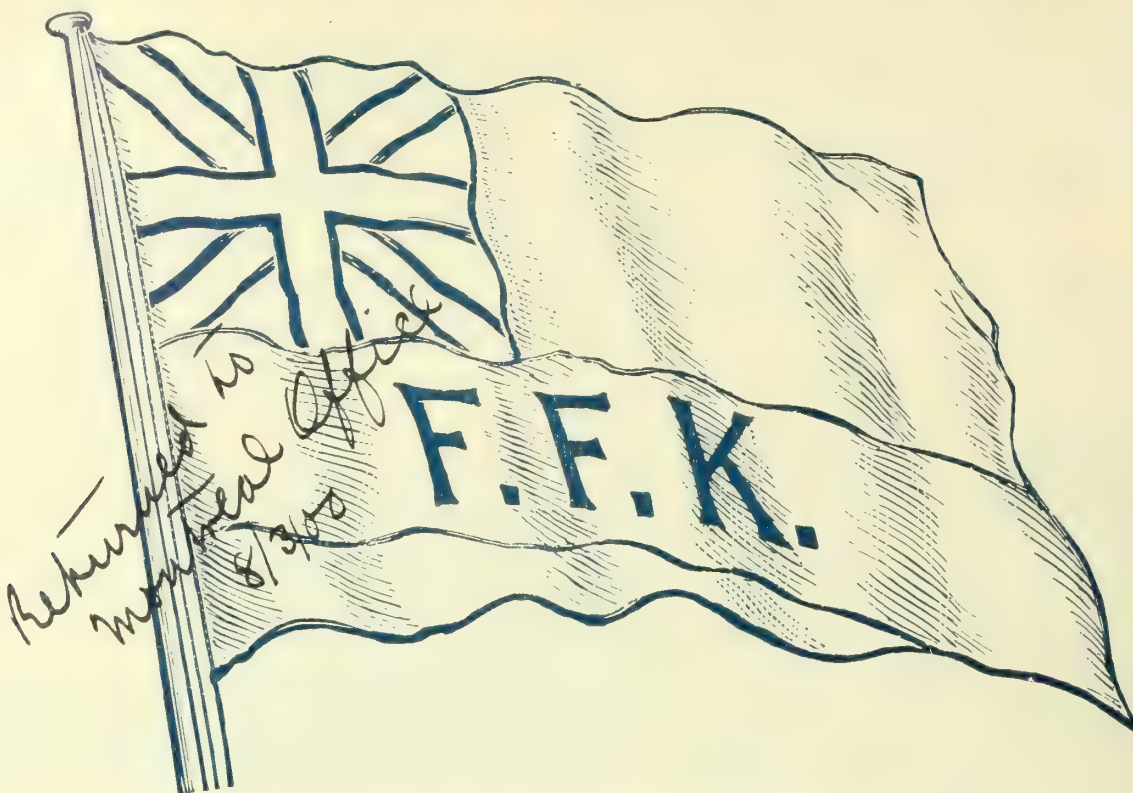
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GLOVER & BRAIS BANKRUPT STOCK

**SEVENTY
THOUSAND
DOLLARS**

BOUGHT
BY

F. F. KELLY

Three Facts
to
Remember

We bought it for cash at a low rate on the dollar.

We do not intend continuing the business.

We do intend turning this stock into money at once.

SALE commences on Monday, March 12th, at Glover & Brais' old warehouse, McGill St., Montreal.

LIVE MERCHANTS WILL BE THERE.

F. F. Kelly



Men's Furnishings.

As stated in the last issue of THE DRY GOODS REVIEW, there is going to be a special feature made this year by most of the large houses of the Easter trade. There has been lots of time this year for sorting over and getting ready; and the new goods for Spring are being got in order. By the time this number reaches

subscribers the various travelers will be on their respective routes with Easter neckwear. As regards the style, shape and color of these goods, predictions have come true. Puffs are dropping off for the most part, and the great favorites will be flowing ends, with graduated derbys, and flowing end derbys. The Paris tie, with pointed end, for making into a bow, has always a certain amount of demand, and can be counted on for Spring. Knots are taking the place of puffs. So much for the shape.

In color, as is to be expected for Spring, the shades are very bright. It is worth remarking that the shades are precisely those which have obtained throughout the Fall and Winter, i.e., all kinds of purple, with "Jack Rose" red and "Eldorado" red. The fact is, that the leading New York haberdashers, who discarded these colors last Fall, have taken them up again. The ground colors for 1900 are given as marine blue, royal blue, blue purple, and prune. For Easter, there will be a great deal of white ground introduced. The styles which will take most are not in stripes, but in large designs—ornaments, squares, circles, etc. Stripes are not quite so much in favor as heretofore. A particularly bright design is the Paisley design; it may almost be styled flashing. Another novelty is the "Rasimire" wove ground. This stuff has a peculiarly pretty effect, and is in various colors. It ought to be a decided success. Some houses, which are alive to the possibilities of catching public fancy, have gotten out designs of a patriotic nature. Tooke Bros. have what they call heraldic designs—crowns, shields, and the like, in 36 different combinations.

The Brais Estate Sold.

On Tuesday, February 27, the entire stock of the firm of Glover & Brais, Montreal, was auctioned. According to the inventory taken, the total value was \$70,115.14. The terms were cash, with a 10 per cent. guarantee deposit by purchaser, with an allowance of seven days in which to check the stock. In case of default on his part, this money is forfeit, and the vendor will sell again. It was thought at first that fixtures were included, but it was found that these belonged to the landlord, and they were taken out.

The auction was in three lots. (1) The wholesale stock of men's furnishings, etc., McGill street; (2) The retail stock, at 203 St. James street, and (3) The book debts. Lot 1 was bought at 67½c. by Mr. F. F. Kelly, Montreal. Lot 2 was bought by Mr. Gould, of Port Hope, at 47c., and lot 3, the book debts, amounting to \$32,459.65, were taken by G. Deserres, Montreal, at 58¾c. The bidding was not overly brisk, but the prices fetched were considered very good, indeed, especially for lot 3, which, of course, the purchaser takes entirely at his own risk. The bidding for lot 3 was the busiest of all.

The Style in Colored Shirts.

To look at a number of windows where the new season's colored shirts are on view, one might readily believe that anything in the shape of a bright-colored striped shirt would pass muster this season. But, when the study made is close, it is found that French ginghams take precedence as material, with Scotch zephyrs and cambrics also correct and in favor, and that the new (and consequently correct) colors are blue, pink and heliotrope. The stripes are almost always up and down the bosom—the exception being made in the case of the wide, loud stripes, which run across the front. While stripes are universal, the design is often varied by the addition of a small pattern. One shirt I noticed was of heliotrope, with narrow, white stripes an inch apart. Between the stripes, small white fleur de lis were arranged at regular intervals. This did not take away the effect of the stripe, but, because of the regularity of the patterns, rather aided this effect.

Men's Gloves.

The grey gloves, although worn to some extent for a year past, have come into sudden and extensive demand in Chicago, says The Reporter, and manufacturers are busy trying to cope with the flood of orders from all sections. The reason given for the great popularity of the greys in gloves is undoubtedly due to the fact that they can be worn with the Oxford, black and dark grey overcoats now so much in vogue.

Mocha skins, owing to the large demand, have advanced in price considerably of late. One of the large Eastern manufacturers is preparing to sell direct to the retail trade, as the skins are so high the jobber cannot handle the gloves with a profit. A great many retailers have frequent calls for foreign-made gloves, and the customer is not satisfied with any other.

Silk-lined gloves for cold weather are coming in to stay. They appear to have reached as near perfection as skill can

LETTER ORDERS . . SOLICITED

We will send you a sample, on
approval, of any of our

Spring Lines.

WE SELL

Men's Suits from \$2 75 to \$18.00

OUR CLARE SERGE SUITS AT \$8.50

Are known and asked for.

OUR FORBES' WORSTED TROUSERS AT \$2.55

Are what your customers want.

OUR POPULAR PRICED SUIT AT \$6.75

Is just what a tailor sells for \$20.00.

You offer it at \$10 50, and note the result!

OUR CUSTOMERS . . .

Are authorized to guarantee the workmanship
on all of our goods.

WE WANT YOUR REPEAT ORDERS.

DO YOUR CUSTOMERS EVER ASK YOU FOR SHOREY'S CLOTHING ?

If so, remember you can make more by giving them what they want than by trying to sell them goods they do not know.

We will furnish you with an original illustrated ad. of our goods, set up in electro, and ready for the printer, free of charge, if you handle our clothing.

H. SHOREY & CO. - Montreal

Manufacturers of SHOREY'S READY-TAILORED CLOTHING
AND "RIGBY" WATERPROOFED GOODS.

Genuine . . Celluloid

Collars, Cuffs and Shirt Bosoms

All Fine, Fresh Stock.

GENUINE GOODS are
stamped with our TRADE
Trade Mark.



The Miller Bros. Co., Limited
30 DOWD STREET, MONTREAL

Toronto Agent :
G. B. FRASER, 3 Wellington St. East.



PURE WOOL



PURE WOOL



PURE WOOL



PURE WOOL



Oxford Tweeds Made only
by
OXFORD WFG. CO., Limited,
OXFORD, N.S.

Nisbet & Auld, Toronto Agents.



PURE WOOL



PURE WOOL



PURE WOOL



PURE WOOL

1900. . . . WINTER SAILINGS. . . . 1900.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between St. John, N.B., and Liverpool.
Calling at Halifax, N.S., and Moville, Ireland each way.

From Liverpool.		From St. John.		From Halifax.	
Sat. Feb. 17	LAKE ONTARIO	Wed. Mar. 7		Thu. Mar. 8	
" " 24	ETOLIA	" " 14	" " 15	" " 15	
" Mar. 3	LAKE HURON	" " 21	" " 22	" " 22	
" " 10	ARAWA	" " 28	" " 29	" " 29	
" " 17	LAKE SUPERIOR	Apr. 4	" Apr. 5	" Apr. 5	
" " 24	LAKE ONTARIO	" 11	" " 12	" " 12	
" " 31	MONTROSE	" 18	" " 19	" " 19	
" Apr. 7	LAKE HURON	" 25	" " 26	" " 26	

And weekly thereafter from Montreal.

*Carry a limited number of First Cabin passengers only.

Rates of Passage.

First Cabin—Lake Ontario and Lake Superior, single, \$15 to \$50; return, \$25 to \$90; prepaid, \$45 to \$50. Montreal, Montserrat and Montserrat, single, \$40; return, \$80; prepaid, \$10. Second Cabin—To or from Liverpool or London, \$32; round trip, \$60. Steerage—Outward from St. John or Halifax, \$22 (Liverpool, London or Londonderry) prepaid to Halifax or St. John, \$24. For further particulars as to passage or freight, apply to any Agent of the Company, or to

ELDER, DEMPSTER & CO., MONTREAL.

The R. J. Smith Co., of Ottawa

LIMITED

268 Sparks Street,

OTTAWA, ONT.

WHOLESALE MANUFACTURERS

OF

Men's and Boys' Clothing, Smocks and Overalls, Top Shirts and Drawers.

Cutting, Making, and Trimming merchants' own cloth a specialty.

SEND FOR PRICE LIST.

MEN'S FURNISHINGS—Continued.

make them, and are recognized as a safe investment for a cold weather hand-protector. At this early date duplicate orders are coming in, and merchants appear to expect a brisk run on them when frosty weather sets in.

The Well-Dressed New York Man.

A New York correspondent in *Vogue*, who is an authority on the best fashions among well-dressed men, says: "During next Summer

I venture to predict that flannel trousers will again be rather smarter than knickerbockers for golf, but for cycling, for camp, the woods and the mountains, knickerbockers are so comfortable and serviceable as to be sure of maintaining their place, and every man must have one or two pairs of them. The cut is very full over the thighs and rather tight at the knees, something after the fashion of riding breeches, though, of course, not as pronounced, as the narrowing down of the cloth is more gradual. The baggy fold over the knees, which was one of the features of the knickers of two years ago, is thus done away with. Cuffs, or extensions, are of box cloth, and should button tightly over the legs just below the knees. The best materials are the Scotch goods of quiet and unnoticeable pattern. It is well to have at least two pairs of knickerbockers. For golf or skating in Winter one needs something rather thick and heavy, whereas the light and more loosely woven materials are decidedly the most comfortable for warm weather.

Stockings should be plain in color, except at the tops, where they are turned down over the calf, and even at the tops the color ought not to be too bright and striking. Duck trousers were very little worn by smart men during last Summer. A garment possessing the charm of novelty, which has been somewhat worn in England lately for wheeling, is a sort of combination of knickerbockers and gaiters; that is to say, a pair of trousers rather full above the knee and very tight from the knee down, ending in ordinary spats that buckle under the boots. I have, as yet, not seen them worn in this country, and am inclined to doubt if they ever become popular here. Another article of man's attire as yet little used on this side of the water is the puttee. Puttees are extremely serviceable for shooting as well as good looking, if properly put on, and the fact that they are still uncommon is an extra point in their favor.

Of the other garments that must be included in the stocking of a wardrobe are sweaters and waistcoats. The heavy ribbed sweaters with high rolled collars are the best of all protections from the cold, as every man knows who has gone forth before daybreak on a cold November morning, and crouched behind a blind on some marshy point to wait for the ducks to fly over him. For ordinary use, however, the sweater that is cut away at the neck so as to show the collar and tie, is rather better looking and a little the smarter. It is usually necessary to have these made to order, as comparatively few shops keep this model in stock.

On a former occasion I mentioned fur waistcoats as being rather smart, and suggested as a good and less expensive way of making them, to have some variety of short-haired fur, such as sealskin or Persian lamb, put over an ordinary single-breasted, high-cut, cloth waistcoat. These waistcoats are far less common than the knitted ones, and they have far more style. A little noticeable, perhaps, but a man can afford to be so in some ways if the things he wears are good style and good form.

A fit shooting coat is made of tweed, cut loose and roomy, with large pockets on the sides and a breast pocket, all placed

on the outside. There should be knickerbockers of the same material, and pullers, or heavy ribbed stockings, with high gaiters. Boots of heavy tanned leather.

For ordinary wear with knickerbockers, I should advise a black, or at least a dark sack jacket and waistcoat, not a jacket made of the same material as the trousers. "Knickerbocker suits" have never been much worn by well-dressed men in this country, so far as I have observed, and they are now too common in the cheap shops to be good style.

With shirts as with shoes, the same rule holds good, that it is the best economy to have a number. A shirt worn often must necessarily be often washed, and there is nothing so bad for it as washing, except the ironing that follows after. Two weeks' wear will not cause the same damage to it as one bad doing up, and good laundry work is one of the hardest things in the world to find.

On white evening shirts attached high standing collars are usual, but not, so far as I have been able to discover, particularly to be desired. If one has well made and good-fitting shirts and good, heavy detached collars, they will sit quite as well as if attached, and will launder far better. Some men may think differently; I have had so many shirts ruined by having the collars pulled all out of shape in the "doing up" that I may be a little prejudiced. The evening shirt should be of plain white linen, without rib, ruffle, or adornment of any description. Even plain pique is not used by well-dressed men. The shirt should have a broad bosom with two small buttonholes for the studs, and open only in front. The cuffs should be rather small and made rather sharply rounded or square at the corners. The stud buttonhole at the back should be parallel with the band.

Colored morning shirts just now are being made with stripes running up and down the bosom and cuffs. Stripes may be fairly broad in pinks, blues, or lavender. The cut is practically the same as that of the evening shirt, except that the bosom may be narrower. I have seen some that opened all the way down the front, so that one could put them on like a jacket, and I think the idea a good one.

Khaki in London, Eng.

A drygoodsman who had just returned from a buying trip to England was asked by THE REVIEW as to the amount of khaki he had seen in London, England. "Not a great deal," was his reply; "In men's wear the only khaki article I noticed was a cheap necktie of mercerized cotton with silk finish. This makes a nice, cheap line, which they are selling at 1s., or less. In ladies' wear it is more popular, but it is only made in woollen materials, and is made up largely into ladies' skirts. The mills are finding a great customer in the British Government just now, which has recently placed one order for 3,000 pieces."

Colored or White Shirts.

It is noteworthy that there is in the large centres a steadily-growing preference for colored shirts over the white shirt for business wear. A few years ago the white shirt was supreme during business hours. Gradually, however, has come the change, until now the white shirt has to take second place. The variety of coloring and design in the popular article is remarkable. The elderly business man wears, as a rule, a shirt of soft hues and a stripe or check so small that one never notices the design. The younger man, as a rule, however, is not content with anything so quiet. He takes unto himself a shirt with stripes anything from a quarter of an inch to an inch and a half in width, and of the most flaring colorings ever

WESTERN

Incorporated
1851

ASSURANCE ... COMPANY.

**FIRE
AND
MARINE**

Head Office
Toronto,
Ont.

Capital Subscribed - \$2,000,000.00
Capital Paid Up - 1,000,000.00
Assets, over - 2,320,000.00
Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

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If you are a business man and get a lot of work to get business, or any kind of advertising, and want to know how to advertise and make money for it, you are an employer and expect to get into business for yourself, or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge of the subject. Investigation made. You getting business information will be sent Free.

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The BaIRD Chronograph is recommended to your use as an absolutely reliable time stamp.

Each BaIRD Chronograph is a BaIRD Chronograph, portable, quick in operation and accurate. It is the best time stamp yet invented for the stamping of the names of receipt of goods and packages, and of orders, etc. By means of a simple art, the BaIRD Chronograph can be used in the factory, or with the traveling salesmen, and in the office.

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Dominion Suspender Co

Niagara Falls

Makers of Trade D Mark Suspenders

Guaranteed



OUR representatives will soon have the pleasure of calling on you with a full line of samples for the Autumn and Winter trade, and would respectfully solicit a share of your esteemed patronage.

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

produced. When one considers the extreme to which many men go who discard the white shirt for the colored, one can understand the deep-rooted objection many women have had to the latter. This antipathy is steadily becoming less pronounced, for the reason, possibly, that a moderate toned shirt of small, neat pattern, is really a "tasty" article of apparel. But tastes differ, and the loud designs will continue to have their share of the demand as well as the quieter ones. Almost every furnisher I know is making displays of colored shirts, either in their windows, or indoors—a favorite method being to devote a large table in the centre of the store, or a counter to them, leaving them in their boxes, which are, of course, open, so that a customer can freely examine them. Others show them in glass counter cases, with a few samples on the top.

Striking Neckwear Displays.

The variety of materials and the great range of gay colorings gives to the furnishing displays that are being made at present a picturesqueness that is very suggestive of Spring. The neckwear shown makes, possibly, the most striking effect. Some of the dealers continue the special offer

show them to best advantage. The display is changed weekly and sometimes oftener. The other furnisher, who does not handle ladies' wear, varies the display in the showcase as frequently as he does that in his window. A third furnisher, who has a corner stand, which is known as "the rounded corner," on account of the shape of the building at the junction of the streets, has had constructed two glass showcases at either side of his doorway. These have proved to be of great value for display purposes.

Handle Leather Goods.

Leather goods might be handled with profit by many furnishers. One of the most progressive furnishing houses I know make a strong feature of leather goods. Having the confidence of a large number of young men (and, incidentally, young men's friends), this firm find many opportunities to push the sale of some line of leather, and, as they carry everything from a small leather toilet case to a strong leather trunk, the aggregate receipts from this source are quite respectable.

Seen in Dealers' Windows.

Men's colored shirts; new patterns; Potter's English prints; colors guaranteed, \$1.25. The patterns are large, horizontal stripes, in pink, blue, white and red.



NEW CANADIAN-MADE RUG.

in neckwear that I mentioned last month, keeping their windows full, and showing nothing but neckties, any one of which is offered for 25c. One dealer supplements a display of this nature by putting in a central position in the foreground of his window a pincushion made of a Union Jack flag, into which are stuck cravat pins, representing the British crown. A small card refers to these pins as especially suitable for wearing just now. In another window plaid ties, in bows and four-in-hands, are shown, at 25c. apiece. The variety of colors and designs shown makes this window decidedly attractive. A prominent section of another window is given to "new black wear," of black silk, in bows and four-in-hands. Behind them are some brightly striped Ascots, the striping running on a bias across the face of the tie.

Out-Door Showcases.

The out-door showcase has made its advent, and has so quickly proved its value that the conclusion is forced that it is likely to be largely used by up-to-date furnishers. Two Toronto furnishers already make use of space in their doorway, which is not essential to the convenience of incoming or outgoing customers, to display cases. One of them keeps in his case at all times a display of ladies' shirt waists, using three forms so as to

Silk, or silk and wool mufflers, reversible silk with bright designs on dark ground, special sale, 75c.; were \$1 to \$1.50.

"Full dress fixings"; large bosom white shirts; white kid gloves; black silk ties.

"Everything in shirts"; fine linen nightshirts, 75c.; new designs in negligee shirts, \$1; fleece-lined undershirts (special sale),

50c.; white and colored shirts, laundered and unlaundered, 35c. to \$1.

Dent's dogskin gloves, 75c. per pair.

Men's socks; embroidered with silk in white, red and yellow.

New novelties in colored shirts; perpendicular light stripes on moderately-colored grounds.

Zephyr and cambric colored shirting; the latest designs for 1900.

The Furnisher's Dream.*

Ned Derby, of Derby & Hicks, furnishers, Ottawa, is a good-living and good-hearted fellow, but an experience of his the other night convinced him that a reformation in his life was desirable. He had been out to a dinner and returned home about 1 o'clock a.m., quite sober, but with a sense of having eaten rather more than advisable. He found difficulty in reaching that happy state of "complete oblivion" called sleep. Instead, he soon found himself in a court room waiting his turn for trial. Looking about him he recognized one face after

* While this episode is imaginary it contains a practical lesson.

The J.B. Scarf

Easter

*Returned to Montreal
Office 8/3/00*

Neckwear

Our travellers are now out with our full line of *Easter Novelties* in *Neckwear* in the very latest and newest ideas in *Effects* and *Colorings*.

We are showing *Exclusive Designs*, and are running largely on *Purples*, *Marine* and *National Blues*, *Eldorado* and "*Jack Rose*" *Reds*.

A nice range of *Light Grounds* are good for Easter.

Watch for our new

❁ ❁ Patriotic Designs.

DELIVERY—One Week to Ten Days.

Tooke Bros., Limited

MONTREAL.

Manufacturers of Neckwear.

*Returned to
Montreal Office
The J.B. Scarf*

1840

1900

60 Years' Experience is a Guarantee that

The Morse & Kaley Mfg. Co.'s

GOODS HAVE NO SUPERIOR.

The leading jobbers of British Columbia, Manitoba, Ontario, Quebec and
Maritime Provinces carry stock Ask for

Morse & Kaley Silcoton

Morse & Kaley Silcoton Embroidery

Morse & Kaley Turkey-Red Embroidery

Morse & Kaley Knitting Cotton

Victoria Crochet Thread, etc., etc.

ROBERT HENDERSON & CO.

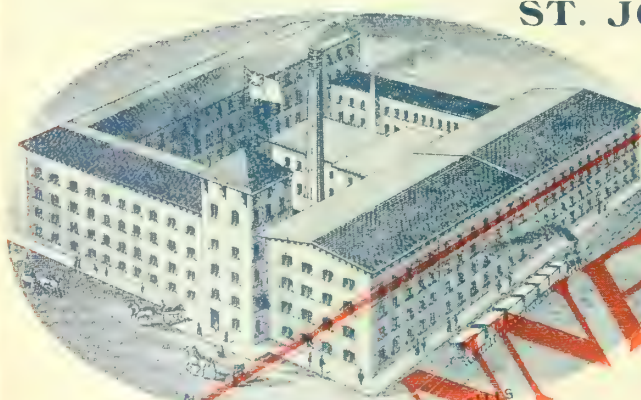
Dry Goods Commission Merchants

181 and 183 McGill Street

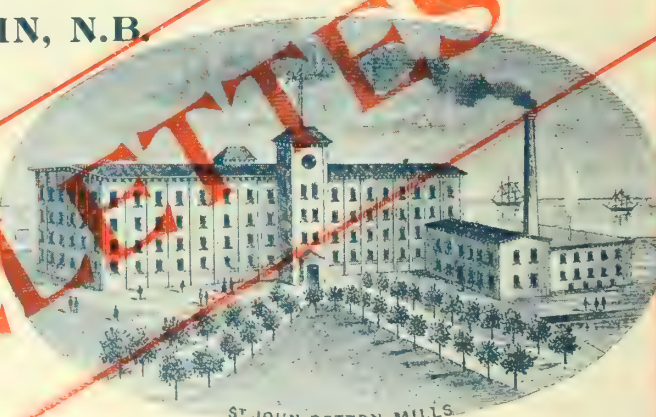
MONTREAL.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



NEW BRUNSWICK COTTON MILLS



ST. JOHN COTTON MILLS

**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Flannelettes, Fannelette Sheetings, Domets, Saxony's, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 107 Yonge Street, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 41 Prince Street East, Toronto, Special Agent for
Beam Warps for Ontario

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

Your customer will pay you a larger profit on an article known to be reliable than on something he knows nothing about.

**Some
Time
in March**

Our travelers will start for
British Columbia,
The Northwest Territories
and Manitoba.

Nova Scotia,
New Brunswick
and Prince Edward Island

**Early
in April.**

They will spend about two months in these districts before going to ONTARIO and QUEBEC. They cannot be everywhere at once, so wait for them. Before they get through they will

CALL UPON YOU

**You will be
sure to
see them.**

**With Our
Samples for Fall and Winter of 1900**

You have no doubt heard of the advance in price of all material and know that it is real.

**You will buy
at old prices.**



Real for some people
but not for OUR CUSTOMERS.

We were fortunate enough to have made our contracts with the mills on all important lines before the advance, and we shall sell our goods at old prices

**as long as our
Stock lasts.**

H. SHOREY & CO.

Wholesale Clothiers

MONTREAL.

Clothing not made to order but to fit.

Controlers of "Rigby" Waterproof Goods.

MEN'S FURNISHINGS—Continued.

another of his fellow-prisoners as customers of his own. Then, as one was called into the dock, he examined the judge, the prosecuting lawyer, his own counsel and others. The judge was a venerable, kindly-faced old man; the prosecuting attorney a thin-faced, keen-eyed fellow of about 40. The first prisoner called was charged with using sulphurous language in a boarding-house, shocking a lady-boarder in the room above him and having an immoral effect on the landlady's young son. The prisoner pleaded guilty, but claimed extenuating circumstances, as the dark blue expressions which had vibrated through the corridors of his boarding-house had been caused by the loss of the last collar-button he had when he was in a hurry to meet a lady friend, and by the fact that a search which resulted in the removal of every article in his room, including his bed and his dresser, had not recovered the missing jewel. He had been compelled to borrow a collar-button from a neighboring boarder who did not believe in loaning. The judge looked thoughtful—so much so that Ned. believed he was thinking of his own past—for a moment. He asked where he bought his furnishings, and when the prisoner pointed to Ned., the latter was surprised to see what stern eyes and mouth the judge possessed. Suspended sentence was passed. One prisoner after another was tried. All were charged with the same crime. All claimed extenuating circumstances. One had bought a size 15½ shirt, when his stock of collars was of the same size. Another had bought several size 16 collars at different times, and had found them to vary so that some were so uncomfortable that occasionally he had to relieve his mind. All told the judge that they got their furnishings from Derby & Hicks. After all had received a sentence similar to the first prisoner Ned. was called. His charge was that he was in league with the "King of Sulphurdom" to cause the language that the previous prisoners had pleaded guilty to using. He could not speak for surprise, but his counsel made an able plea, claiming no responsibility for the bad language of his customers—language which he would not think of using. After counsel on both sides had spoken, the judge ordered the prisoner to stand up to receive sentence. With shaking knees and shivering body (it was a cold night and his window was open) Ned. stood up. The judge eyed him sternly, then with stern voice proceeded to sentence him to sleepless nights unless in his business he should see that his customers kept a number of extra collar buttons, that they should get shirts, collars and cuffs of proper and uniform size, and that "green" customers should not be allowed to blunder in their purchases. Strange to say, Derby & Hicks' business has grown greatly since that dream. Ned. says though he wants his next lesson administered more gently.

A Few Hints From London.

Some striking novelties in neckwear have been introduced on this market during the last few weeks. A range of ties that has attracted considerable attention is made up of a silk of ombre and self twill grounds with tobine stripe. This is really two very wide stripes of different colorings, the ombre giving a beautiful watered effect. The combinations of colors are both effective and harmonious, and the range includes thirty-six different colorings, and can be obtained in the Gatwick and Paris shapes, handkerchief knots and bows. Another attractive range is that of border scarves in most beautiful mixtures. These are made up in the derby and Paris shapes, and also bows. When tied, these scarves show a stripe in the knot, and the ends are a check.

From the house of Young & Rochester, Love Lane, Wood street, E.C., there has emanated this year a succession of original ideas which have found great favor here. The "Willow" ties were a huge success, so much so that the order placed for printed silks of this pattern was the largest ever taken in Macclesfield. The "Willow" is running as strong as ever in the new shades. The tinted groundwork introduced makes a very attractive tie. Some are printed so that the pattern only appears on the knot while the apron is plain. Handkerchief ties are all the vogue just now, and the "Tandem" is a novelty in this style of tie which is selling well. These wide apron ties make an effective show in the window, and as the name implies, it ties either end and shows a different color in each case, so that the wearer has a double change. For window display we have seen nothing so attractive for some time. The patriotic ties also introduced by this firm are still in request, particularly so in the colonies, where they seem to have caught on even more strongly than in the old country.

The detached cuff is not popular here. The difference of opinion regarding this article here and in America is well shown by the following extract I clipped from one of the leading fashion journals here: "Loose cuffs are largely manufactured in America, where, indeed, shirts are often made with only a wristband, the cuffs being then necessarily an extraneous attachment. But in England, I do not think that many people of any consideration (for fashion's purposes) use loose cuffs. It is much more convenient and comely to have cuffs made on the shirt; and a shirt that has been worn sufficiently to soil the cuffs is surely a more proper subject for the laundry than for the dressing table. The same is not true of an attached collar, which may be soiled and deprived of its gloss before the shirt is actually 'done with.'"

A remarkable feature in the hosiers' and outfitters' shops here this season is the large shows of goods for ladies' wear. Almost every establishment which at one time was devoted exclusively to men's goods, are showing large ranges of ladies' wear of all kinds. Many hat and tie windows have been very effectively dressed with the aid of ladies' fancy silk handkerchiefs and fancy gloves.

Easter Gloves. For Easter trade, gloves, like everything else, will be shown in light colored specialties. The prevailing lines will run in grey sueded, grey castors and grey mochas. These are shown in a variety of ranges. They are both in self backs and embroidered backs. Some of these are silk-lined. Among the light kids, a favorite shade for Easter will be the ox-blood. Dent's gloves are always to the fore; but Perrin Freres are considered the better makers by some for the suede gloves.

Some time ago THE DRY GOODS REVIEW mentioned the novelties in the line of ventilated shirts, which were all the rage on the other side of the line. A Canadian firm have now taken up this article, and expect it to take well with the trade. The Empire Manufacturing Co. are producing pleated shirts with ventilated front. This, if it is found a success, ought to be a great success. Some doubts are expressed as to how it will stand washing and the wear and tear of use, but the makers claim that all obstacles have been overcome. They are making a specialty also of their silk shirts for Summer, which they state are equal in quality to the English make. There is a line of \$6 50, Paris make, for the sorting trade only. This shirt was formerly sold at \$9. The Empire Manufacturing Co. state that they have some new ideas in collars, which their travelers will show to the trade when they start on their rounds.

Niagara Neckwear Co Limited

Niagara Falls

Makers of *American Styles*
Of Neckwear

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
" "	St. Lawrence Hall
Quebec	Chateau Frontenac
" "	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
" "	Walker House
Winnipeg	Leland
" "	Winnipeg Hotel
Ottawa, Can.	The Windsor Hotel

An Agency Open

A FIRM OF SPINNERS OF

HIGH-CLASS KNITTING YARNS

having recently lost their Canadian Agent, are open to receive applications from responsible and suitable houses to represent them in Canada. Communications to be addressed to "SPINNER."

LONDON OFFICE, "CANADIAN DRY GOODS REVIEW,"
109 FLEET ST. E.C., LONDON, ENG.



H. K. HAGEDORN, Manager.



"We Fear Nae Foe."

Remember, Satisfaction Guaranteed.

The....

Berlin Suspender and Button Co.

BERLIN, ONT.

OUR

Samples

CONSTANTLY ON
THE ROAD . . .

NOVELTIES added from time to time. Trade has been increasing right along. The output for 1899 was 25 per cent. ahead of that of 1898.

1900 to date is 70 per cent. ahead of the corresponding period of 1899. Verily this is the growing time. To keep pace with our requirements, we have let the contract for new premises which will give us ample accommodation; enabling us to maintain our usual promptness in executing orders.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.

TORONTO.

ONT.

NEW GOODS IN WHOLESALE TRADE.

McINTYRE, SON & CO.

THIS firm have lately added to stock several lines of dress goods secured by their European buyers, including, among others, new camel-hair effects; satin cloths; grenadines, in black and colors, with silk stripes and checks; poplins, in fancy weaves, with stripes and checks; silk-warp poplin, etc.

In the cotton department, they show new printed muslins—some low lines with stylish patterns; printed muslins, with embroidered spots; printed organdies, with checks and stripes; some novelties with silk effects; white and black muslins in



Interior of Messrs. Wilson & Rankin's, Brandon, Men's Furnishings Department.

great variety; piques—white, black and colors; zephyrs and new Swiss embroideries.

In the silk department, they show new taffeta silks, black silks in a variety of weaves and designs, and new French foulards.

In the kid glove department, new stock is being added every week. The newest styles and colors are here to be found in lines that will yield a profit to the retailer. They carry suede gloves in new tans, greys, castor, mode and black, and white Tyrol or chamois to retail at popular prices.

NISBET & AULD.

The demand for 54-inch colored mercerized Italians, in high colors, is growing very rapidly, and they are already being handled by the larger dry goods dealers throughout the country.

Those who have taken them up find it to their advantage to increase their range, and repeat orders always follow the adoption of this width.

Nisbet & Auld have a big range of colors in two qualities, both of which are popular sellers.

They also report the arrival of a shipment of their 30-31 inch Roman satin in a variety of new and staple shades, and will hold this lot at a price that will permit their customers to retail at 25c. a yard.

They state that, owing to the advance in these goods, the present will be the last lot of this quality that they can offer at this price.

KYLE, CHEESBROUGH & CO.

This firm advise all dress goods buyers to purchase their Fall dress goods in the plain weaves, from the stocks at present in hand, as all futures will be extremely high. Fancies are bound to be up too, but still the advances are not so noticeable as in plainer makes.

Their travelers will show special silk gloves to retail at 25c. per pair. This line is a leader, and they bought over 1,000 dozen of this one number.

The firm report a heavy demand for laces, particularly in the heavy plauen makes. These they have in all-overs, with insertions and edges to match, in ecru, white and cream. The latest novelty placed in stock is embroidered and tucked nets in the new buff shade. These goods are very stylish, and, mounted over silk, are extremely handsome. Prices range from \$1.50 to \$2.50 per yd.

Embroidered chif-

fons, silk-fringed chiffon and fancy lisse ties are just the thing. They have just placed a new lot in stock.

The firm ask their customers to bear with them this season on the delivery of balances of orders, but they are doing their best to place all, and hope to be pretty well up by March 15.

R. C. WILKINS.

Mr. Robt. C. Wilkins, Montreal, is showing some very catchy skirts. His "Lady Minto," "Lady Smith," "Lady Roberts" and "Lady Kitchener" merit special attention from dealers.

Robt. C. Wilkins reports that, notwithstanding the high prices, he has never before had so many rush orders for overalls and workmen's pants, and is working night and day to fill orders.

FOSTER & CLAY'S



Productions

Should be prominent in your
Wool Department.

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.**

**TABLE CORD and
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 12 St. Nicholas Street, **Montreal**

P. GARNEAU, FILS & CIE.

Quebec, P.Q.

Letter Orders CAREFULLY
ATTENDED TO.

OUR ADVICE TO CUSTOMERS.

Place your orders Early.
Order all you may Want.
Prices are advancing, and
will Advance.
Early buying means larger
Profits.
Take advantage of our
early contracts for Fall
1900.

See our travellers' samples of

**Canadian Woollens, Shirts and
Pants, Ladies' Vests, Hosiery,
Mantlings, Dress Goods, Beaver
Cloths, Serges, Blankets, . .
Clouds, Hoods, Tams, Finger-
ings, etc., etc.**

Young & Rochester, London and Londonderry.

Dressing Gowns, Winter Vests, Pyjama Suits.

Latest Novelties The "Commander" Shirt
Khaki and Flag Neckwear.

Tress & Co., London, Eng.

High-class Hat and Cap Manufacturers.
Silk, Felt and Straw. Ladies' Walking Hats.

Latest West End Shapes
and as now making for New York.

DR. JAEGER'S SANITARY WOOLEN UNDERWEAR

For Gentlemen, Ladies and Children.
United Garments, etc.

Camelhair Blankets, Colic Belts, Fleece Slippers.

A. GARSTIN & CO. 11, Abchurch Lane, London
Leather Bags, Purses, etc. Fine Woollen West End Styles.

ESTABLISHED, 1840



THE CONSOLIDATED CLOAK COMPANY.

As mentioned in our last issue, the assets of The Cloak Manufacturing Co., of Toronto, were sold to a syndicate of purchasers, the chief members of which are Mr. W. Sanford Alley, a director of The W. E. Sanford Manufacturing Co., Limited, of Hamilton, who is also a nephew of the late Senator Sanford; Messrs. Jas. McLenaghan and S. R. Parsons. The above three names appear on the directorates of some of Ontario's most flourishing financial institutions, and this combination augurs well for the future of this new cloak company. With the business of The Cloak Manufacturing Co., Limited, is to be amalgamated that of The Empire Cloak Co., of Toronto, whose select, elegant and well-fitting garments are well known to the trade. Friends and customers of the latter concern will, doubtless, be pleased to learn that the services of Messrs. Bull and Cuffe, of The Empire Cloak Co., have been secured by the new company, which will be known as The Consolidated Cloak Co., and are located at 18 and 20 Front street east, Toronto. The illustration of the fine building appearing on this page shows the premises which the new company occupy, and which are so admirably adapted for carrying on the business.

Mr. W. Sanford Alley's long and practical experience in the clothing trade has led him to the conclusion that the ladies' ready-made garment trade, particularly in ladies' suits, is only in its infancy, and by turning out the very best finished goods possible, there is no question about this branch of the trade assuming as large proportions as the ready-made clothing trade in the near future.

The Consolidated Cloak Co. begin business with the advantage of having the very latest up-to-date machinery, and will manufacture mantles, costumes, skirts, etc., and being in a position to purchase all their goods for cash and from the best markets in the world, coupled with the fact that they are engaging the most skilled labor that money can buy, the trade may safely rely on having the very latest ideas in ladies' garments placed within their purchaseable reach at the lowest figures compatible with reliable goods.

It is the intention of the above named gentlemen to make application to the Government for a charter of incorporation for the new company, the capital of which will be one hundred thousand dollars (\$100,000), when the business will be conducted under the style of The Consolidated Cloak Co., Limited.

A PLEASANT OCCASION.

An enjoyable dinner of the buyers and travelers of Messrs. John Macdonald & Co. took place in Webb's parlors, Toronto, February 28. Mr. R. Begg was chairman and Mr. T.

A. Mitchell the vice-chairman. The affair was a preliminary reunion, and has been so enthusiastically taken up that it was decided to make it an annual event in the future, and to include all the members and employees of the firm. After the loyal toast to Her Majesty the Queen, the health of the "Soldiers in South Africa" was proposed and responded to by ex-Sergeants Rough and Boyd. "The Firm of John Macdonald & Co." was responded to by Mr. T. A. Mitchell. A toast to the "Absent Buyers," who are now in the European markets, brought forth responses from Messrs. Gemmill and Armstrong. The "Absent Travelers," including the Montreal, Quebec, and British Columbia representatives, were dealt with by Mr. R. E. Cooper, one of the British Columbia representatives, while Mr. Tisdale responded for "The Manufacturing Department." Another toast was to "Our Resident Foreign Buyer,"



THE CONSOLIDATED CLOAK CO., on Front Street East, Toronto.

Mr. E. H. Norris, who is of English birth, but who, after a quarter of a century's connection with this house, has become a loyal and enthusiastic Canadian at all times. The chairman, Mr. Begg, responded. Then the health of "Our Competitors" was proposed, wishing that they might always be as successful as John Macdonald & Co. had been in the past, and hoping that they would all see their 50th anniversary, as this firm had just seen. The toast to the "Ladies" was in the hands of Messrs. Crofton and Boxall. The speeches were interspersed by songs from Messrs. Burns, Shaver, and Armstrong, and, after votes of thanks to the chairman and vice-chairman, the pleasant evening was brought to a close with "Auld Lang Syne" and "God Save the Queen."

Khaki colored straw hats are "the latest." These have been enthusiastically shown by a Luton manufacturer. As a matter of fact, they are a revival of an old favorite shade under a new name, like most "new colors."

Messrs. E. Mills, of Ryan Bros., Chas. Mills, of the Berlin branch of G. B. Ryan & Co., and Jno. Canham, of the Guelph house of the latter firm, the European buyers for their respective houses, have returned from the European markets.

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.

Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

NEW GOODS

**Down Comforters
Wool Comforters
Cotton Comforters**

VERY ATTRACTIVE.

PRICES RIGHT.

CUSHIONS, COSIES, Etc.
White ^{AND} Fancy Covered.



BED PILLOWS,
Special Fancy Tickings.

ASK FOR PRICE LISTS.

LETTER ORDERS PROMPTLY ATTENDED TO.

Our Goods this year will surpass anything heretofore.

Be sure and see Samples.

Our Goods are to be found from the Atlantic to the Pacific.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are:

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto



Clothing and Woollen Trade.

THE CONDITION OF THE MARKETS.

A GREAT many had surmised that by this time we had reached high-water mark, and that prices of cotton and wool, though they would undoubtedly continue firm, would not rise again for some considerable period. Things have, it is true, been a little more reasonable since Christmas; but last week again saw some of the heaviest advances yet, in two or three lines. The Montreal Cotton Co., on February 20, issued advances of from $2\frac{1}{2}$ to 12 per cent., according to quality, on all goods made from Egyptian yarns. Yarn of this kind, which sold this time last year for $17\frac{1}{2}$ c. per lb., is now 31c. All the wholesale and retail men have not yet discovered this fact, as the English merchants and converters have had large stocks to dispose of at old prices. When satines, muslins and all that class of goods are up about 3c. per yard, as they will, it is claimed, be in the near future, there will be some scrambling for goods.

The clothing trade are very busy. The country customers are howling for Spring goods. The mills are all behind in delivery, and, in consequence, the manufacturers of wholesale clothing are retarded in their turning out of stuff. As the mill men put it, the manufacturers of clothing have for the last 12 years had the mills sitting on their doorsteps, looking for orders. A new generation of buyers have sprung up in the meantime, who do not understand what it is to have an active market. These men have had the idea that they could do pretty much as they liked with regard to orders. The old and experienced buyers have, however, been quietly placing large orders early in the season, and are now reaping the benefit of their foresight. It is now the turn of the woollen buyers to sit on the mill doorstep, and they don't seem to relish the idea.

From what we can learn, the woollen houses are going to place orders for Spring season in bulk without delay when they see the mills' sample sheets, instead of waiting for a month after receiving their clippings, and then picking out one double three-quarter width to a pattern.

CANADIAN MAKES SUCCESSFUL.

The Canadian mills are now making for Fall, and some of their tweeds show the highest qualities in texture and finish. In some cases it is impossible to distinguish them from the imported goods. In beavers and meltons especially, they are showing some particularly fine goods, which are likely to replace the imported goods in the same weight and finish.

THE WOOLLEN MARKET IN BRITAIN.

Woollen buyers who have just returned from the other side of the ocean report that prices are stiff in all woollen goods,

owing to the scarcity of wool. While some people maintain that the top has been reached, it is believed that there is every prospect of prices being maintained, while some lines will go even higher yet. The outlook for next season in Australia is for a shorter crop, while Cape wools will also be short. The British home trade is good, and colonial buyers have to pay the current prices.

Mr. Begg, of John Macdonald & Co., informed THE DRY GOODS REVIEW that the Scotch tweed manufacturers were busier than for several years, and he confirmed the reported advances in all woollens, which are due to the fact that everything entering into the manufacture of woollen goods had gone up in price. The popular shades in men's woollens just now in England are mixtures, drabs, greens, olives, while, according to the latest United States fashion reports, stripes and broken checks for suits are to the fore. The patterns shown for Spring wear include tweeds, fancy and mixed worsteds, and stripes and checks. Ladies' tailor-made costumes for Spring are being designed in plain and check effects, as also in homespun and cheviot makes in mixtures. Shepherd checks are being also largely shown. For outing purposes, the diamond check is a favorite skirt pattern, while the block check is for walking costumes.

A RANGE OF NEW STYLES.

M. Saxe & Sons report that their travelers are leaving almost immediately on their respective routes with samples for Fall trade and next Winter season. They are showing the largest and finest assortment that they have ever sent out, including all the latest novelties in suitings and overcoats. Among the new features may be mentioned a suit with the back lined one half with the same material as the suit and the other half with satines. They have an overcoat which is an adaptation of the American style, with oval-shaped seams for the shoulder. In the line of pants, there is a novelty shown, this being full-shaped, tailor-made pants, not cut straight, as is the ordinary fashion in ready-mades. Another novelty in the suitings is the new double-breasted coat, with round corners, instead of straight, at bottom. This idea has of late been very popular in Europe and in the United States. M. Saxe & Sons are making a specialty of their juveniles' range, these also at popular prices. And, in this range, there is one particular suit called the "Patriotic" suit, being a blue one, with brass buttons and long pants. This is likely to catch the fancy of a large number of buyers.

THE DRY GOODS REVIEW thinks that there is a gold mine for some merchant in getting out a juvenile suit in khaki. It ought to sell like hot-cakes, as it would be just the thing for

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty

Tailor-Made Skirts and

Jackets

Men's Negligee Shirts

Top Shirts

Whitewear of every description

Overalls and Jumpers

a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

Our Specialties Spring, 1900

MEN'S BLACK AND BLUE

Worsted Suits

and.....

Whipcord Overcoats

~ SPECIAL VALUES ~

THE **G. A. THORPE** MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

TORONTO

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

. . . **TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.



Woollens and Tailors' Trimmings

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

"Tiger Brand" Clothing



As we say to the individual in our big retailing department, we say to the trade through the wholesale department—"the label is your guarantee."

We believe "Tiger Brand" Clothing is the best clothing being produced in Canada to-day—in every way—style and quality. What we believe, the trade is proving—and perhaps the best evidence of it is the fact that in a twelvemonth we've well nigh doubled the output.

Yes, Sir! it pays to have the high quality to sell, and the sooner you admit it for yourself—well, the better for your trade—splendid assortment of most everything you could need for men and boys—all the year round—come to market or write.

E. BOISSEAU & CO.,

Temperance
and
Yonge,

TORONTO

CLOTHING AND WOOLLEN TRADE.—Continued.

little fellows to knock about in without danger of tearing or dirtying the material. There is such a great deal of attention being directed to this particular stuff at the present time that it needs no introduction, and the boys, and girls too, would be as proud as peacocks to think they were dressed like the soldiers.

NEW IDEAS IN MADE CLOTHING.

THE REVIEW is indebted to H. Shorey & Co., of Montreal, the manufacturers of Shorey's ready-tailored clothing for the following forecast of styles for the coming Fall and Winter of 1900.

Their designers in the different departments are just now busy in getting out their Fall samples and our representative was permitted to inspect some of the first designs which are being made to try effects of different cloths and trimmings:

The predominant color in fabrics both for suits and overcoats will be Oxford grey.

Sack coats will be cut a little higher to show less shirt front than formerly.

Double-breasted vests made without a collar and cut rather high will be in favor again.

A feature in morning coats will be a flap on the ticket pocket—this is a decided innovation.

Double-breasted sacks cut rather high and made to button with three buttons will be in favor for business wear.

Some very stylish lines of overcoats are piped at the edge with silk velvet and with a rather wide velvet collar.

Checked overcoat linings are giving place to heavy twilled plain mohairs for the medium length single-breasted overcoats; these linings are also taking the place of silk satin, which is rather a step in the right direction as they are more durable and quite as easy to slip on and off over rough tweeds.

In long overcoats for storm wear a plain double-breasted overcoat with seam in the back, the vent buttoned with a fly, wide storm collar and throat tab, with crescent-shaped side pockets, and ticket pocket was shown. This garment was made from a soft thick material in various shades piped with a velvet at the edges to match the material, and with cuffs also piped with velvet.

For boys' and youths' clothing the double-breasted sack seems to be mostly in favor, as it is also for the larger sizes of children's two piece suits. For very small children, in sizes 20 to 25 breast measure, vestee suits will be in favor.

Mr. Fred. C. Shorey, the Manitoba representative of H. Shorey & Co., of Montreal, has just returned from a visit to the leading clothing centres of the United States, where he went in quest of ideas and styles for the coming season. He says that he did not see anything that was too good for Canada, and, taking into consideration our part in the capture of Cronje, the best should not be considered too good for us.

STYLES FOR SPRING—WHAT A BUYER SAW.

Mr. Alex. J. Johnston, the well-known buyer for The Wyld-Darling Co., Limited, returned from a trip to the British markets the other day. Though he was making his purchases for Fall trade, Mr. Johnston did not fail to observe the trend of style in Spring clothing for men.

"There is every evidence," said he to THE REVIEW, "of a return to popularity of tweed for suitings, which, as you know, have not been in fashion for the last two years. In the

fashionable centres, both in England and Scotland, I observed a great preponderance of tweeds, and on the Teutonic during the return trip the same fact was manifested. Many of the passengers had on new suits, which they were wearing to escape the Customs duty. As these suits had been purchased just before sailing, in all probability, and as they were principally tweed, there is no doubt in my mind about the revival of tweed for suitings.

"For overcoatings, coverts in greys and olive mixtures are everywhere in favor.

"In trouserings, it looks as if the striped worsted is to largely give way this Spring to small, neat checks, both in wool and worsteds. Of course, neat worsted stripes are bound to always be in more or less favor, but this season they are not as universally worn as a year ago.

"In vestings, the tendency is towards sportiness. The red-breast woollen material, which has been selling in London for more than a year, bids fair to find a place here this season. The feature, though, will be the introduction of brass buttons, which have been worn in the Old Country for some time."

H. Shorey & Co. are showing among their designs for Fall of 1900 two lines of khaki duck vests, one single-breasted and one double-breasted without collar. As the price is not as high as the patriotism at present running in this country these should be taking lines.

PRINTED MATTER IN TRADE.

H. Shorey & Co., of Montreal, have issued to their customers a circular letter offering to supply to them free of charge original and specially written ads., illustrated and set up in electro form, ready for the printer, advertising their clothing department. It is unnecessary to say this generous offer has largely been taken advantage of. As a result, we expect to see much improvement in the clothing ads. in country papers this Spring.

This firm are also issuing to their customers a very neat booklet illustrated by half-tone cuts, descriptive of the different garments they make in friezes for the Fall of 1900. This firm were fortunate in having made a contract last July with a mill which held a quantity of wool suitable for the manufacture of this very useful fabric, so that they will be able to give it to their customers at old prices. They show some very stylish mixtures in these goods that are suggestive of Scotch ulsterings.

MONTREAL COTTON COMPANY.

At the annual meeting of the Montreal Cotton Company, which was held in Montreal Feb. 12, a very satisfactory report was presented, and the following board of directors unanimously re-elected: Messrs. A. F. Gault, Chas. Garth, Jacques Grenier, Hon J. K. Ward, S. H. Ewing, Samuel Finley, and R. R. Stevenson. Mr. A. F. Gault was elected president and Mr. Charles Garth was elected vice-president.

Mr. Fraser, of S. Greenshields, Son & Co. has left for the Old Country to buy dress goods for next season. Mr. Kent has just returned from England where he has been buying in the interests of this firm.

THE REVIEW is glad to record the fact that Messrs. Robertson, Lindsay & Co., St. Thomas, Ont., who were burned out recently, have adjusted all difficulties in arranging matters for the future. This firm will continue business under the old firm name and at the old stand in St. Thomas, being ready with a new stock and new building about March 14.



Have you seen our
Great Range of

\$ **5** MEN'S
SPRING
and SUMMER
SUITS?

We carry an extensive line of these \$5 Suits, not a handful of indifferent patterns, but between forty and fifty splendid sellers. Among them some of the most brilliant and original designs of fabrics in Bonnie Scotch effects, club checks, both large and small, that have life and snap. Perfect-fitting and splendid sellers.

See our \$7.50 splendid range of pure through and through Worsted Suits.

We can do you good.

All we want is the chance.

Permit us to express you at our expense sample suits. You will be surprised at the difference in prices to what you have been accustomed to pay other houses.

SEEING is BELIEVING.

M. SAXE & SONS

Wholesale
Clothing Manufacturers,

Cor. St. Peter and Lemoine Sts.

MONTREAL.

20th CENTURY



CLOTHING SPECIALISTS

Goods sold on a cash basis save you at least 20 per cent. on the same grade of goods. Trade demanding better goods all the time. We are right in it on fine Tailor-Made Goods. Nothing but the best linings and trimmings.

EVERYTHING A MAN WEARS.

Measured Suits to order "our specialty."

Right up-to-date.

A. S. CAMPBELL & CO.
MONTREAL.

NEW PRICES IN CANADIAN PRINTS.

WITH March 1 came two price schedules in connection with Magog prints, one relating to Fall, 1900, the other affecting the market immediately. The changes which affect the present trade are as follows:

	New price	Let price
	c.	c.
H. H. H. indigo prints.....	10½	10
Moreen skirtings.....	10½	10
Heavy twilled.....	11	10½
Twill cretonnes.....	7½	6½
Ladas tweed.....	11	10½
Extra heavy moles.....	20	19
Salisburys.....	8	7½
Summer suitings.....	8½	8
No. 11 sleeve lining.....	7½ net	7
No. 22N.....	10 net	9
No. 22 embossed sleeve lining.....	11½ net	10½

The other list issued by the selling agents of the Magog mills is for Fall, 1900, and is as follows:

MAGOG PRINTS—PRICE LIST FALL, 1900.

Salisburys.....	8	Heavy twill.....	11
N. F. fancy costumes.....	8½	indigo.....	11
N. B. Fall suitings.....	8½	Ladas tweed.....	11
Fancy wrapperettes.....	10	Heavy moles.....	19
Steel grey.....	10	Extra heavy moles.....	20
Reversible.....	10½	Twill cretonne.....	7
Costume twills.....	10	Ottoman " 30 in.....	9
Coat lining.....	11	Oatmeal " 30 in.....	10½
T. K. napped skirting.....	10	S. C. indigo.....	8
S. K. ".....	12½	H. H. H. indigo.....	10
Moreen.....	10½	D. C. ".....	10
Napped sateen (aniline and indigo).....	12½	G. C. ".....	12
Sleeve linings—		Overcoat sleeve linings—	
No. 11.....	7½ c. net	No. 22N.....	10 c. net
No. 22.....	9 "	No. 22 embossed.....	11½
No. 33.....	10 "	No. O. C. ".....	12
No. 44.....	12½ "	No. O. C. embossed.....	13½

NOTES.

The Montreal Cotton Co., February 20, advanced 5 per cent. on all foulards, silesias, jeans, pocketings, percalines, costumes and piques.

On February 28, the same company announced an advance of 1c. on simlas (M.Q.A. and O.Q.A.).

On February 12, the Parks Co. advanced yarns and warps ½c.

The Yarmouth Duck and Yarn Co. have made an advance of 10 per cent.

EASTER IS COMING.

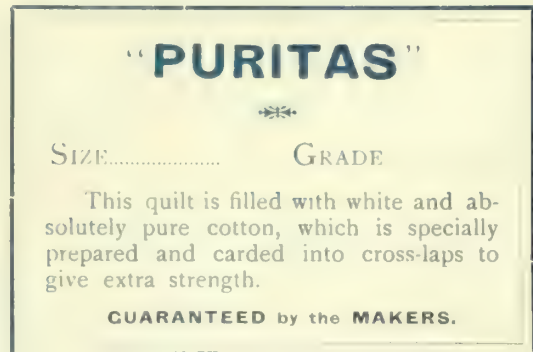
Have you all the ribbons, lace, belts, gloves and hose you will require? If not it is time these items had attention. You can write to or call upon Brophy, Cains & Co. and have your wants supplied.

There is an active demand for lace all-overs. A big Summer and an early Autumn trade in them seems assured. The styles now in the market include some very pretty patterns in Nottingham, Plauen and Swiss all-overs, guipures being particularly favored.

Notwithstanding the fact that manufacturers and wholesalers in the Old Country and on this side have advanced prices on dress goods, Messrs. Kyle, Cheesbrough & Co., announce that, by reason of having purchased extensively early in the season, they will be enabled to sell at present prices, and will continue to do so during the coming season.



This is the tag:



Which is also attached to our Samples carried by the Jobbers. A plausible traveller will tell you that such and such an imported article is as good as the "Puritas." *Ask to see the tag*, and order your goods that way.

The Alaska Feather &
Down Co., LIMITED

New
Address



301 St. James St.

MONTREAL.

New
Address

"Glovine"

THE MODERN CLEANSER.

Do you know what it does?



CLEANS GLOVES!

of all kinds.

Put up in 16 oz. bottles, and on sale by all leading dry goods stores.

Canadian Agent,

FRED. W. WINTER,

33 Melinda St., TORONTO.

MANUFACTURED BY

THE GLOVINE MFG. CO.

WILKESBARRE, PA.

LINED GLOVES and MITTS

For Next Fall.

Our travellers are now on the road showing the most complete range of samples, consisting of the best makes of Domestic and Foreign manufacture. We have the best values. Do not place your orders before you have an opportunity to see what we have.

PERRIN FRÈRES & CIE.

5 Victoria Square, MONTREAL.

The "Beaver Brand" Macintosh

This is What Our Customers Say :

"Never had **Macintoshes** that gave such satisfaction as the '**Beaver Brand**'."



D. B.

Have You Tried Them Yet ?

If not, begin the new century with Macintoshes that will give the **greatest** SATISFACTION to **you** as well as to **YOUR customers**.

The BEST and CHEAPEST MADE or SOLD in Canada.

You can get them until May 1st at the present prices.

Write us if our traveller does not call on you.

The Beaver Rubber Clothing Co.,

1490 Notre Dame St.
Montreal.

An Inspection of the

Oil Cloths

MANUFACTURED
BY

The Dominion Oil Cloth Company LIMITED.

will interest you, as the colorings and designs are especially
Novel and Effective.

FLOOR OIL CLOTH

Original and attractive, quick-selling designs, in a wide variety of colorings—will attract the attention of all buyers.

NO. 1 QUALITY—Our standard line; in widths of from 4/4 to 10/4.

NO. 2 QUALITY—The medium and leading grade; also made in widths of from 4/4 to 10/4.

NO. 3 QUALITY—It meets the popular want for a moderate-priced, good-wearing oil cloth, in widths of from 4/4 to 8/4.

TABLE OIL CLOTH

This line embodies all that is modern, artistic and durable. We draw special attention to this line.

ENAMELLED AND CARRIAGE OIL CLOTH

Second to none as regards price, quality, finish; most substantial and best finished goods offered to the trade.

ALSO
MANUFACTURERS OF

Floor Oil Cloth in widths of four yards.

Oil Cloth Mats or Rugs,

Cotton and Duck Back, Enamelled Stair Oil Cloths,

Canvas and Painted Back Stair Oil Cloth.

The Wholesale Dry Goods Trade now have our Spring Samples in hand.
Examine before purchasing foreign goods

Office and Works

St. Catherine and Parthenais
Streets

MONTRÉAL.

A QUESTION OF TRADE INTEREST.

AT WHAT PRICES SHOULD EMPLOYEES GET GOODS?

Editor DRY GOODS REVIEW

DEAR SIR,—Permit me to bring to your notice a subject I would very much like to hear from some of our progressive merchants on—that is the habit of selling our goods to employees at actual cost. I find this is done more from habit, as most merchants I have spoken to admit that they don't approve of the system, but others or their predecessors have done so.

Now, I contend that it costs the average merchant 10 per cent. to sell dry goods and boots and shoes, that is, for salaries, rent, freight, insurance, light and fuel, incidental depreciation on stock, etc. The merchants who get over these items on 10 per cent. are, I consider, doing well, for, to cover these items, I charge my employees an advance of 10 per cent., and consider that I am only realizing what the goods cost me (old fogie merchants and some employees' opinions to the contrary).

I would like to see this question brought to the attention of the retail merchant, as I feel that it is only just that a general understanding should be arrived at. I herewith inclose you two letters I received from Eastern Townships' merchants, which speak for themselves. I have no doubt, should you wish to make use of them, permission could be obtained cheerfully. Thanking you in anticipation for your valuable space.

Yours truly,

"THE HUB."

Cowansville, Feb., 1900.

William G. Brown, Prop.

MR. MULLIN'S LETTER TO MR. BROWN.

MY DEAR BROWN,—Yours of to day to hand, in reply would say that, viewed from a strictly business standpoint, you are, I believe, quite right in adding 10 per cent., and no objection could fairly be urged against it.

The practice of charging employees actual invoice prices seems to be general, as far as my experience goes, although I have always felt that an advance of about 10 per cent. should be added to cover items you mention. In my own case I have not done so; charging simply invoice prices. I believe, at least, I hope, the help appreciate it. If they do, the concession is not bad policy. The truth is that what is a favor to day becomes a right to-morrow.

Yours truly,

JOHN J. J. MULLIN.

BEDFORD, Feb. 8, 1900.

MR. HUDON'S LETTER TO MR. BROWN.

MY DEAR FRIEND,—Your letter of the 8th inst. duly received with pleasure and contents noted. Re goods purchased in our places of business by employees, in my humble opinion, most undoubtedly you are correct in your contentions that at least 10 per cent. should be added over and above original cost price, and this rule should be strictly enforced in every instance by a strictly up-to-date business man. Doing otherwise, that is, selling goods at flat cost, he would not be getting actual cost, and that is not the tactics of a strict business man. I have been in business for over 20 years, and I have made the above one of my strictest rules with my employees, and it has worked most satisfactorily for the time above mentioned.

I feel pleased and in some way flattered to have this matter submitted to me for a decision, which I trust will be satisfactory.

Yours, very truly,

A. J. HUDON.

RICHMOND, Que., February 9, 1900.

[A reference to the above correspondence will be found on our editorial page.—ED. D. G. REVIEW]

OF IMPORTANCE IN LADIES' TRADE.

Brush & Co., Toronto, are constantly introducing American novelties in ladies' wear that have proven successful. They are about placing on the Canadian market a new shirt-waist holder and skirt supporter, called the "All-Ways Ready," that is absolutely perfect. Owing to its peculiar construction, it requires no preparation of shirt waist or skirt before wearing, holds both firmly together in perfect position and leaves the waist-line smooth. These holders may be retailed at 25c. each.

A sample of the "All-Ways Ready" shirt-waist holder will be sent to any merchant without charge, upon application to Brush & Co., Toronto.

They are also getting ready to place on the market two new bust forms. One, the "B. & C." Wright bust form, which is a substitute for a corset, is closed in front, has no heavy steels, gives a symmetrical, even form from shoulder-point to bust, beautifully-curved waist-line, and is short on the hips. It is especially adapted to slender people, and tailor-made gowns can be fitted over it without any padding.

The "B. & C." bust perfecter which they are introducing produces a similar effect to the "B. & C." Wright bust form, except that it is designed to be worn with a corset.

THE SILENT SALESMAN.

The use of fine fixtures in stores grows apace. It brings trade to have the place well set out, and goods well displayed are half sold. With a kind of inspiration the manufacturers of Phillips' illuminated showcases called their patent case "The Silent Salesman." The idea has worked out by experience that a line of nice goods well shown in a handsome store go quicker than under other conditions. The Phillips' showcase people furnish a list of merchants in Canada and the United States who have bought and used "The Silent Salesman," and their testimony can, therefore, be got at by intending purchasers. The cases are of high quality, being manufactured with special care, and the Canadian trade are supplied from Windsor, Ont., which has enabled a reduction to be made in the price.

TO CLEAN SILK AND LACE.

For cleaning fine fabrics and millinery requisites, "Glovine" has come greatly into favor. It is sold on a guarantee, and the trade report it a satisfactory seller. It will clean the most delicate fabrics, crepe de chene, silk laces, velvet, white shoes and gloves—either glaze or suede. Mr. F. W. Winter, 33 Melinda street, Toronto, is Canadian agent.

Some of the retailers who are handling "Wolsey" brand of unshrinkable underwear are well pleased with the demand for it. Each garment being guaranteed, the claims of its unshrinkableness are well founded, and there seems to be a genuine demand for a high-class, perfect-finished and durable underwear for men, women and children. Children's combinations are also shown in these goods.

*We are now showing our
Fall Range of—*

Shirts, Collars, Cuffs, Shirt Waists, Etc.



The Standard Shirt Co., Limited

LONDON, ENG.,
Representative
Charles Turnbull,
6 Honey Lane Market.

MONTREAL,
John Gordon & Son.

TORONTO,
Jones & Copping.

FEATURES OF THE NEW INSOLVENCY BILL.

SOME CRITICISMS BY A DISTINGUISHED AUTHORITY ON
BANKRUPTCY LAW.

THE Bankruptcy Act introduced into the House of Commons by Mr. W. F. Maclean, M.P. for East York, has some advantages over former Acts that have been brought before Parliament at Ottawa, viz., it is very much shorter, and it is not so much clothed in legal phraseology as to make it unintelligible to ordinary business men.

Too much verbiage invariably leads to much litigation, and the English language is quite good enough to express a meaning on any point without resorting to the use of Latin or any other language that the majority of laymen do not understand. In this respect Mr. Maclean deserves credit for bringing forward a bill that is more easily understood than the majority of our Acts of Parliament; but even in this bill, which is simplicity itself compared to some others that might be named, there is room for some amendments.

Section 2 says: "Nothing in this Act shall be deemed to repeal or affect any Act of any of the Provinces of Canada relating to, or providing for, voluntary assignments for the benefit of creditors." Section 17 seems to be contradictory to this, for it says: "When an order has been made adjudging a debtor bankrupt, all proceedings for voluntary liquidation shall be stayed, and all proceedings therefor taken by any trustee appointed under any voluntary assignment shall be subject to revision under order of the court."

Section 8 provides that a single creditor, or two or more creditors, having debts aggregating \$200 may present a petition to the court praying for an adjudication of bankruptcy. If the \$200 debt was confined to a single creditor, this section would be all right, but there is the danger that a number of small creditors may combine to harass a man who, in time, might be able to pay all in full.

Section 12 sets forth what are deemed acts of bankruptcy, to which very little or no objection should be taken. And it also provides, sub-section F, that the debtor has 10 days succeeding the service of the summons of a creditor for not less than \$200 in which to pay or compound the debt, or commence proceedings to have such summons dismissed.

Section 19: "The clerk of the court shall, as soon as may be after a debtor has been adjudged bankrupt, summon a meeting of creditors to appoint a trustee and, if desired, a committee of inspection, and at such meeting (section 20) a majority in number and value must be present or represented by proxy to make it a duly constituted meeting, the clerk to be chairman of the meeting (section 21), unless unable to attend through illness or any unavoidable cause, when the meeting will elect its chairman.

All resolutions shall be decided by a majority in number and three-fourths in value of creditors present or represented by proxy (section 26). No provision is made for having votes calculated according to the amounts of the debts as in the Ontario Act. There is room for amendment here. The small creditors have too much power.

The trustee is to have full power to wind up the estate of the bankrupt in any way he sees fit, but has to transmit a statement of proceedings to the creditor at least once a year, and the auditor can call him to account for any misfeasance,

neglect, or omission, or cause the trustee to make good any loss the estate sustains thereby, and if the trustee fails to comply, the auditor shall report the matter to the court, and the court shall make such order as it thinks just.

The trustee is to pay all sums received by him into a bank, and, if he keeps in his hands a sum exceeding \$200 for more than five days, he shall be subject to certain penalties.

The auditor is to be appointed by the Governor-in-Council, and is to receive an annual salary.

A secured creditor (section 54, sub-section 2) shall be entitled to a dividend in respect of the balance due to him after realizing or giving credit for the value of his security. The effect of this clause will be that creditors will have to value their security before getting a dividend—a wise provision. Heretofore, this matter has been a bone of contention between the banks and wholesale houses, and has given rise to much litigation.

The bankruptcy is to be closed by order of the court, after the trustee has reported that he has realized on the whole of the property of the bankrupt, or as much of it as can be realized on without needlessly protracting the bankruptcy. After the bankruptcy is closed, no portion of a debt provable under the bankruptcy can be enforced until the expiration of three years, and the debtor is to get his discharge if he makes up during that time a sum sufficient to make the dividend on his estate 33c. on the dollar, in the event of such a dividend not having been originally paid out of his property.

If a debtor does not get his discharge at the end of three years, any balance remaining unpaid of a debt proved in bankruptcy shall be deemed a subsisting debt in the nature of a judgment debt.

A bankrupt can apply to the court for discharge when the bankruptcy is closed, or at any time during the bankruptcy with the assent of the creditors testified by a special resolution, and the discharge shall be granted if 33c. on the dollar has been paid, or if the resolution of the creditors testifies that his bankruptcy or the failure to pay 33c. on the dollar has arisen from circumstances for which he cannot justly be held responsible.

Section 73, referring to fraudulent preferences, is short and to the point, and a very necessary provision in any bankruptcy Act.

Section 74, the concluding section of the Act, is to protect innocent persons who have had dealings with the bankrupt previous to the date of the order of adjudication.

On the whole the Act is a good one, and, with very few amendments, will, in all probability, prove a workable Act. It leaves to the creditors full power to look after their own interests, and it protects the debtor from unjust oppression by greedy creditors.

X. Y. Z.

MERCHANT AND NEWSPAPERMAN.

Mr. John F. James, general merchant and publisher of The Review, Bridgeburg, Ont., was in Toronto on Thursday and Friday, of last week, attending the meeting of the Canadian Press Association. After attending his duties as a newspaperman he put in a few hours attending to matters appertaining to his general store.

Mr. James has recently purchased a nice building site in Bridgeburg, and purposes erecting thereon a new store, 20 x 80 feet. It will be three storeys with basement, and will be built of blue flint stone. An elevator in the rear will be among the modern appurtenances which the store will possess. The whole of the building will be devoted to business purposes. Building operations have already begun, and the new store will be ready for occupancy next Fall.

The CONSOLIDATED CLOAK CO.

... MANUFACTURERS OF ...

The "Empire" Tailor-Made Ladies' and Children's Cloaks and Suits.

Our representatives will be on the road very shortly with a replete range of Fall Cloaks, etc., comprising the latest Berlin and New York novelties, and our own exclusive designs. All goods manufactured in our own factory, and will bear the well-known trade mark "*Empire*" Brand.

18 and 20 Front Street East,
Toronto.

The CONSOLIDATED CLOAK CO.

(Amalgamation of The Empire Cloak Co., and
Cloak Manufacturing Co.)

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

IN woollens, a large and selected stock of men's fancy worsted trouserings and suitings in Canadian and imported lines is being shown, as well as a variety of Scotch and Canadian tweed suitings. Tailors can be supplied with the newest makes in linings, including Italians, twilled serges, fancy silesias, pocketings, haircloths, etc., and all requisites for a first-class tailoring business.

In the carpet department the shipments of new goods are earlier than for years past, and a greater percentage of orders has been filled than formerly. Repeats are now coming in, and all back orders will shortly be completed. A large range of art squares, assorted sizes, are selling freely in tapestry, brussels, axminsters and wiltons. These are very handsome goods.

The dress goods that are particularly in demand just now include pekin stripes, silk effects in mohair, shown in a range of shades, plain cloths for costumes and fancies of the better class. There is a good trade in fancy black fabrics, silk grenadines, and black lustres, while black and navy serges are holding their own. A number of repeats in piques and Victoria lawns have been received. The skirt, blouse and wrapper department is doing a large business. There is at present a great demand for all-over embroideries, whites and creams, and also all-over tuckings, with brussels net insertion, the colors being pink, blue, solid white and black and white. Swiss and cambric embroideries with insertion to match are shown. A new shipment of chiffon in white, cream, black and all the leading shades has been received, and also blouse silks to retail at popular prices. The department is strong in gloves, hosiery and underwear, and the stock is complete. Special attention is drawn to black cotton hosiery, Hermsdorf dye, which was bought a long time ago, and are being sold at exceptional values.

The haberdashery department has a nice line of belt buckles in fancy steel, enamel and jet, and is showing the new pulley belt in black silk, black velvet, black satin, cardinal, pink and pale blue satin. The pulley belt is the latest thing in the belt line, being shown in New York as a novelty just out. A large range of beauty pins and blouse sets is shown, and the general range of haberdashery is very complete at present.

In underwear, the men's furnishing department is showing some very nice lines in balbriggan and natural wool. In half-hose, a very large range of black and fancy cotton half-hose for the Summer trade can be had; also, a line of black cotton half-hose with natural wool feet, to sell at 25c. a pair.

Handkerchief ties are counted on to run well for Summer trade, and a very large range of them, to retail at 50c. with a good profit, may be inspected.

P. GARNEAU, FILS & CIE., QUEBEC.

This firm have secured a shipment of satin duchesse cloth to retail at 50c. It is shown in popular shades, and is the correct thing for Spring wear. Inquire for Range 400.

In view of the great demand for plain linen skirtings and bicycle cloths for Summer costumes, the firm placed heavy

contracts early in the season. They are, therefore, in a position to sell these goods under present market value. Orders should be sent in early, as present stock cannot be replaced near actual prices.

Their line of silkalette, in all self colors, for ladies' blouses, still continues a great success. They are now opening their sixth repeat order. Retails at 17½c.

A very desirable line for dresses is a wool canvas cloth—G53—to retail at 50c. Sold in standard shades.

All-wool costume cloths, to retail at 75c. and \$1, are in stock; and they are also selling a line of extra heavy cream flannelette in three prices.

Costume ducks in navy and white spots and navy and white stripes is a specialty with this firm. Inquire for price.

P. Garneau, Fils & Cie. have in stock a well-assorted line of black lustres, brilliantines and moire lustres, purchased early in the season. For curtains and draperies they have special good values in art muslins, cretonnes, damasks and tinsels.

THE W. R. BROCK CO., LIMITED.

The Toronto warehouse of this firm report that in dress goods, dimity muslins, plain and fancy, are having a great run, and that sedans, tweed suitings, cheviot finish serges and fancy blacks, with the designs a little smaller, are all materials that command an extensive sale. Plaids are exceptionally good both in the low and better priced stuff. Plain black lustres are selling just as well as they did last year.

In woollens, a job lot of Canadian homespun, all shades, bought at less than mill prices, are being offered, as also a job lot of Canadian tweeds—low price for counter sale. The department's four numbers of serge, blue and black, called the Henley, Champion, A 8219 and A 8221, are finding much favor.

The W. R. Brock Co., Limited, have cleared for cash the balance of a manufacturer's stock of neckwear, comprising the latest designs and newest patterns. Three prices in both knots and derbies are quoted.

There is a great demand for gilt buttons for dress trimmings, and the firm have in stock a nice selection of bright and dull finish goods, in all sizes, from 12 to 30 lines.

The demand for belts and belt buckles is very large and the styles quite numerous. A large range of jet, leather and other fancy belts is shown; jet, gilt, steel and effective combinations in belt buckles, with a varied assortment of hatpins, clasps, tiepins, cuff links, etc., with patriotic designs, such as the Maple Leaf, Union Jack, Royal Standard, and also the Old Flag of Canada.

The aim is to have in stock in fabric and kid gloves, a range of lisle, taffetta and silk gloves of remarkable value. The assortment of staple gloves and novelties, in addition to the usual range of kid gloves, has been supplemented by another line called "Vancouver," which they contend is the best glove in the market for \$1 retailing. The increased demand for celluloid goods is going to be extensive. They show a complete range of side combs, back combs, nuque combs, pompador combs, hair pins, etc. In addition, they are expecting in something special in horn hair pins manufactured in Canada.

The firm are offering a line of blue serge pants, called "Terror," which are great value for \$1 a pair, and "terrible" goods to wear. F20 and F21 are two numbers of men's shirts and drawers, in flesh and blue-grey, for 25c. retail per

WHOLESALE TRADE—Continued.

garment. They are exceptional value, and the amount sold indicate that they are what the masses require.

As April showers are near at hand, this firm's assortment of ladies' and men's waterproof garments is large, well selected and good value. This branch of trade has been on the increase for the past two years. In hosiery and underwear, attention has been so frequently drawn to these two branches that it seems superfluous to again refer to them, but the buyer will be so impressed with the immense stock in the warehouse for the coming season that one cannot help thinking it contains everything a merchant requires for his customers. As the values are always right, an inspection of these two important lines should compensate for any time expended.

In colored satanas, The W. R. Brock Co., Limited, Toronto, have placed heavy contracts for British colored satanas, anticipating a large demand. Sales have been greater than even expected. One cloth, with a particular bright finish, can be retailed at 20c. It has taken the trade by storm, as there is a low price for the goods. The second cloth is a fine fabric, to retail at 25c.—hard to tell from a piece of silk.

The print stock is now complete in every variety of cloth. They have made a specialty of the 3H heavy Canadian print, of which they show over 2,000 patterns, more than two-thirds being their own exclusive designs. Some of their special patterns have had a phenomenal sale, having turned out trade-winners. Mercerized foulard is a very fine light cloth in silk foulard effects. It is just the idea for ladies' waists and the latest thing in the market.

Four specials in linens are worth noting. No. M. 43, 16 in. glass towelling is the last of a special purchase made about nine months ago when the market was at the lowest ebb. They have still about 300 pieces left which the trade can have to retail at 5c.; fine cloth. B. 18 is an 18-in. huck towelling, a nice even thread, fairly heavy cloth, to retail at 10c. at good profit and is worth 33½ more. M. 38 is a 68-in. cream damask table linen, in seven different designs, nice mellow finish and fine fabric, to retail at 40c. M. 41, a 72-in. bleach damask table linen, four pretty patterns, will retail at 75c., which is fairly 25 per cent. below regular prices. B. 8, 20x40, is a fine huck towelling, fringed, to retail at 25c. per pair. All of the above are leaders for any up-to-date storekeeper.

THE WYLD-DARLING CO., LIMITED.

The Wyld-Darling Co., Limited, in their smallwares department are particularly strong in gloves, hosiery, and underwear. Having contracted heavily for these goods previous to the stiff advances which have taken place, enables them to offer exceptionally good values.

In gloves, their line of taffeta to sell at 25c., is, they claim, the best value on the market. By an early buying, they are in a position to sell cambric embroideries, insertions, and all-overs fully 30 per cent. under present market values.

This house are showing a large line of belt buckles in steel, gilt, enamel, and jet; of beauty pins in gilt, silver, enamel and pearl, and of beaded belts and metal girdles. In celluloid hair ornaments they have in stock the latest styles of back, side, and pompadour combs, hair braids and shell hairpins. In ladies' collars they have the newest styles in stand-up, turn down shapes, which are now so rapidly coming into favor in New York.

In men's furnishings they have a full line of men's colored shirts, either starch front or negligee in cambrics, zephyrs and

oxfords; also the leading shapes in collars. Special attention is called to their "Vic." collar, a stand-up, turn-down with round corners shape. In cashmere and silko socks they are offering a special line to retail at 25c. They have a good job line of soft shirts of various kinds. A line of 2,000 dozen of men's neckwear in graduate, knots, strings, bows and puffs has been received. These, being of extra value will, no doubt, soon be gathered up by the trade.

The staple department is now complete with the most up-to-date goods. This house are offering a specially good range of gingham and prints, also mercerized satines in blacks and colors, plain and twill. The satines are proving even more popular this year than last, and, as prices have advanced greatly since The Wyld-Darling Co., Limited, bought their present stocks, repeats cannot be looked for at the prices that are now offered by this firm.

While the Canadian market is a limited one for specialties of ordinary or inferior merit it is one well worth cultivating with anything of really first-class value. This has been well manifested by the development of the business of the "S. H. & M." skirt bindings. Since the value of these bindings has become recognized on this market their sale has steadily extended. The past year has been especially gratifying to the "S. H. & M." people, for, while last year the demand was largely for the moderate priced lines, this year buyers have wanted the finest lines that the firm are making. The "S. H. & M." bias brush edge binding has been especially popular, and is still having a record sale.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new opportunities for their partners to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of prices, statistics or items, etc.

Terms: 50c. per hundred clippings. \$5.00 per thousand, payable in advance but a yearly contract will be filled the most satisfactorily.

We have also lists of firms in every branch of trade in the Dominion, the professions, clubs, sports, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade,
MONTREAL.

26 Front St. West,
TORONTO.





The
✿

Millinery Season

Mantles, Trimmings and Laces.

THE SPRING OPENINGS.

The Spring millinery openings, which are being held as we go to press, are bearing out the predictions made by the various wholesale houses a month ago—that the attendance would be larger and more representative than even last Spring, which was such an unusually successful season.

From almost every section of Canada faces are seen which have not been seen for some years, but it is from Manitoba, the Northwest and British Columbia that the great proportion of the increased attendance has come.

Liberal buying is, too, proving a characteristic of the season. The good feeling throughout the land and the exceptionally tempting assortments of pattern hats, materials, etc., have combined this year to give buyers faith in the possibilities of the season, and courage to make large preparations for a big Spring trade.

The general opinion seems to be that the displays this season are superior in point of range, beauty of colorings and richness of material to any display that has been made in recent years. There is no question but that the materials and trimmings of the season, tuscan straw braids, tulles, chiffon, all-over nets, straw-embroidered chiffon, crinoline, sequins, flowers and foliage, and the exquisite delicacy of the colorings, especially in the pastel shades, lend themselves to combinations which make possible the creation of tasty and attractive effects in millinery such as are likely to tempt the most critical buyers.

It seems justifiable to conclude that satisfaction should be general in millinery circles this Spring. The wholesale dealers are greeting a record attendance of liberal buyers, and the retailers find at their disposal the most exquisite of patterns and materials with which to enter on their season's work, which promises to be in every respect one of the most profitable in years.

SOME FEATURES OF THE NEW STYLES.

The success of the policy adopted by The D. McCall Co., Limited, of holding a 10 days' continuous opening, has been such that they express confidence that this idea is one that must be generally adopted in the future. The changed conditions of trade, resulting from the growing connection with outside Provinces which the Toronto houses are favored with, tend to alter the time honored method of holding openings.

The display made by this house this season was commented on by many buyers, who declared that it was even more complete and up-to-date than the excellent displays they have made in past seasons. In point of beauty, there is no question but that the creations of this season surpass the preceding ones. The delicate texture of materials and the no less delicate tones and combinations of colorings have given to this

year's millinery an air of daintiness and elegance that in many cases is really bewitching.

The leading shapes of the season, the toque, which is worn more over the face than usual, with a decided dip to both back and front; the turban, which is somewhat higher on the left side, with fancy brim, and larger shapes, such as leghorn and sapho, also help to make the season a specially artistic one.

A smart pattern included in the display made by this house was a turban with black violet rim, with a trimming formed of chiffon and cream lace insertion, ornamented with black osprey.

Another dainty turban was made of all over lace with pastel ribbons with a large buckle caught in the front, ornamented with black roses and sequin band.

A striking touque was made with a hyacinth brim and pink covering, and to the front a fan-shaped trimming formed of Oriental satin caught with an ivory and cut-steel buckle.

A new pattern is a "Miss Hobbs" shape, made with white Neapolitan, with petunia rose crown and with a trimming of chiffon applied in gold draped over the brim, and with a large knot of velvet in front.

Another "Miss Hobbs" shape which attracted much attention was made with tuscan neapolitan crown, and brim of chiffon, with an overdrawing of lace held in place with cream buckle, and ornamented with black jet wing and touches of black ribbon velvet.

A decidedly elegant hat was a "Sappho" shape, with black violet facings and cream crepe de chine mount at the side and a lace scarf artistically draped on one side to fall on the hair.

A smart leghorn was shown caught up at the side, having white neapolitan crown with renaissance lace draped on the brim at the back, ornamented with a mount of violets and a large bunch of velvet.

Another leghorn which was greatly admired was draped on the brim with chiffon, hand-painted to represent violets, and trimmed over the crown with feather formation of oriental blue ribbon, caught at the back with a fancy buckle.

BRILLIANT DISPLAY BY S. F. MCKINNON & CO.

"No, we cannot say it will be a tuscan season in straw and color," was said at S. F. McKinnon & Co.'s, where the Spring opening was the central thought when a representative of THE DRY GOODS REVIEW called for news and views. "Tuscan will be much in evidence, but not so much as to justify proclaiming a tuscan season. The novelties will include much in jumbo straw, plain and jumbo chips, which will be found in pastel shades of blue, resedo, vieux rose, veit pale, ophelia and vandyck. Tuscan plaits will be a predominant feature, but not the only one. Black goods, milans, pedals, cantons,

WHOLESALE MILLINERY

THE McCALL DISPLAY

SPRING 1900

A
GREAT
SUCCESS

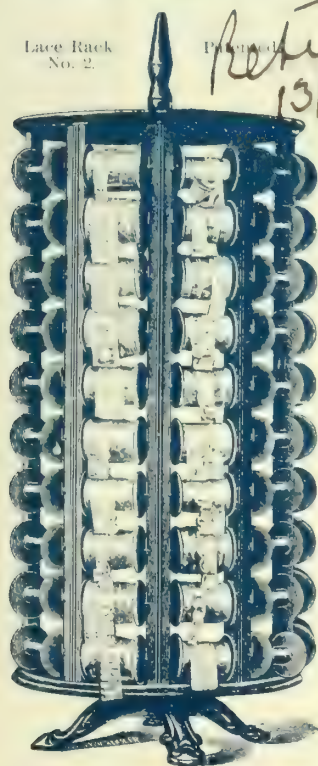
will long be remembered by the trade throughout Canada—such crowds—enthusiasm—satisfaction—the huge stock—the extensive assortment—values—the completeness of every department. It was a big effort on our part. We are glad to know we gave such general satisfaction. Your appreciation is highly valued by us.

We Will Strive to Merit It in the Future.

THE D. McCALL CO., Limited.

DISPLAY FIXTURES.

Lace Rack
No. 2.



This Handsome Lace Rack

will be appreciated by Dry goods merchants, Milliners and others who handle val. laces. It revolves on centre standard on a Decorated Iron Base and holds 100 pieces. It is made of wood, handsomely finished.

NOTE:—We control the entire sales of this **Lace Rack** in the Dominion, and it cannot therefore be obtained from any other firm.

Write for Prices.

We also have a full line of Display Fixtures, including Ribbon and Umbrella Cabinets, Mantle Racks, Nickel Plated Goods, Wax Figures and Papier Mache Forms, Mirrors, Millinery Stands, etc.

CLATWORTHY & CO.,

46 Richmond
Street W.

Toronto.

SOMETHING NEW

The Most Satisfactory Way to
Display Collars, Ties, Etc.

We have a complete
line of . . .

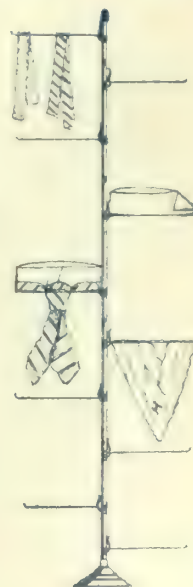
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Display

FIXTURES

at prices to suit all tastes.

SEND FOR CATALOGUE AND PRICES.

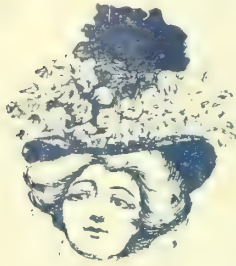


**Toronto Brass Manufacturing
Co.,**
931 Richmond St. West,
Toronto.

MILLINERY—Continued.

jumbo and chips, the fancy straws and silk braids will be freely used.

"Materials for trimmings are essentially varied, and include brilliants, taffetas, satin superbs, chiffons (plain and brilliant), mousseline de soie and malines, with crepe de chine and pan velvets as high-class novelties.



"In addition to the ordinary taffetas and satin ribbons, there are two novelties called mousseline brillante and satin superbe, in widths running from No. 60 to 120. They are being extensively used by the leading French modistes — Carlier, Suzanne Bloom, Virot, Pouyenne and other celebrities. You might say further of trimmings that horsehair and sequin and horsehair and tuscan will be a feature, and that ornaments will consist principally of jet, steel, paste and the new Hope diamond buckles and slides."

"Yes, hat scarves in embroidered laces are much inquired after. The demand for laces this season is, and will be, in the higher class makes of luxerie, renaissance, soutache and cluny, not alone for millinery, but in dressmaking.

"The vogue in flowers will be in the pastels and Autumn tints. Unmounted roses will be more used than ever, and they are made of the softest possible materials. A new rose is the turbillon. It is as impossible in nature as a yellow aster, but it is so artistically designed that it is already a favorite in France."

THE WHOLESALE TRADE SATISFIED.

When THE DRY GOODS REVIEW representative visited the showrooms of the J. D. Ivey Co., Limited, on Monday, March 5, to have a look at this firm's display, he found the house literally thronged with visitors.

"This," claimed Mr. Ivey, "is a proof of the steadily growing popularity of Toronto as a millinery centre, and of our house as leading exponents of millinery fashions. The number who have already visited our display is far greater than has ever been the case before, and includes customers from both the Atlantic and Pacific coasts. Our sales to date throughout the house are fully one-third greater than last year.

As we said last month, the beautiful combinations and effects that are made possible by the delicate, yet exquisite, materials and colorings which are in favor this season, have much to do in making this season an excellent one, not only for ourselves, but for the retailers.

"Yet this is not alone responsible for the success of our opening. We are now recognized as specialists in high-class novelties in business. We do no business except with responsible people, having no supply accounts whatever. Thus, we have no method of keeping our customers except by the quality of our goods and our manner of doing business.

"We are millinery specialists, and, by having only this one line to devote our thoughts to, we are able to be fully abreast of the new ideas that are coming to the fore in the London, Paris and New York markets.

"We want no better proof," concluded Mr. Ivey, "of the trade's appreciation of our efforts to serve them than the numbers in which they are attending our opening; the

generous manner in which they have bought this season, and the ready payment of accounts that is a characteristic of all our customers."

PETTICOATS.

The following are some of the latest Paris ideas in these undergarments: "White muslin, with very deep flounce, finely plaited and adorned with voluminous lace frillings, is the basis of many of these 'jupons.' Others have a deep flounce, plaited in the upper portion, each plait being fixed by a row of stitching; the lower part of the flounce falls in natural folds, which are separated at intervals by bands of embroidery or insertion.

"Other petticoats are composed of white sprigged muslin, with a somewhat narrower flounce put on almost plain, and on which vertical bands of lace frilling edge the foot of the flounce. A pretty petticoat is composed of broad bands of sprigged muslin, alternating with large box plaits, this double combination forming the flounce, which is, of course, trimmed by the inevitable frilling of lace on the hem.

"Another petticoat has narrow plaited muslin flounces alternating with lace flounces of the same width in a verticæ movement.

"Again a succession of narrow flounces are each headed by a band of openwork insertion, through which colored ribbon passes in and out, and is tied in bows at intervals."

You cannot get them ready-made, but you can keep this description for your own and your customers' use, and buy the proper material from Brophy, Cains & Co.

CASH DISCOUNTS.

We have lately heard some opinions expressed regarding cash discounts which seem to point to a time when a reduction in them will take place. At present, as everyone knows, a basis of 5 per cent. on 30 days is easily obtained by any merchant who desires to pay cash. This is considered large, and some years ago an effort was made to bring cash discounts into what the trade consider a more direct proportion to the value of money. Hitherto these efforts have not prevailed. Although the wholesale trade are believed to regard the present discounts as high, there is no difficulty experienced in getting firms to grant them. There can be little doubt that a discount of 5 per cent. does not leave much margin of profit to the wholesaler and that the retail merchant acts wisely in buying and selling for cash. Some, it is true, do not. These gentlemen flourish on a credit basis and will, we hope, always flourish. At the same time the cash basis, wherever practicable, is a safer policy for the majority of merchants in these days of change and vicissitude, and we do not modify previously repressed opinions in favor of buying and selling for cash. And, as we have said, the day may not be so far distant when the discounts will be reduced.

THE DRY GOODS REVIEW would draw attention in this issue to the advertisement of Mr. F. F. Kelly, who has bought the bankrupt stock of Glover & Brais. As stated in another place, this stock was bought for cash. Mr. Kelly does not intend to continue the business, but will dispose of it in lots to the trade.

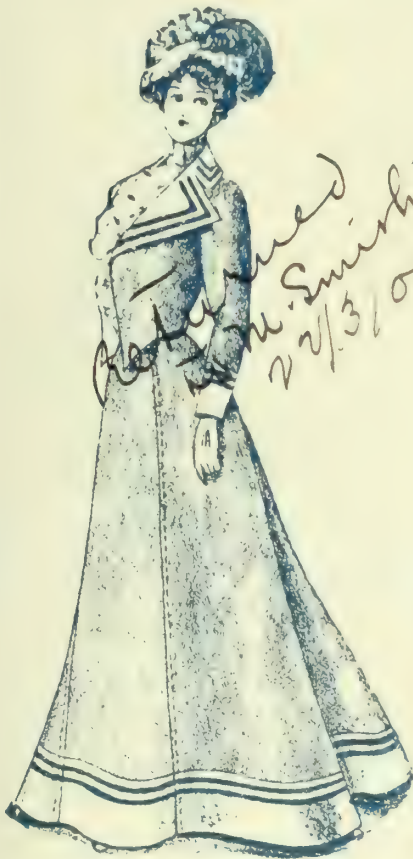
Mr. Fred Suckling, of Toronto, has joined the staff of the Gault Bros. Co., representing the firm in Northern and Western Ontario. Before leaving for his new sphere of labor he was presented by Mr. I. Silver, on behalf of the old customers and employes of Suckling & Co. with a fine leather traveling bag.

S. F. McKINNON & COMPANY

LIMITED

We stand over the cutting, fitting and making of every

"McKINNON-MADE"



LADIES' HANDSOME UP-TO-
DATE COSTUME.
DOUBLE BOX PLEAT BACK.

McKINNON-MADE GARMENT

from the wetting of the first sponge to the last finishing touch.

We stand by every jacket, cloak, coat, skirt and costume and every seam, stitch, button and square of fabric in their make up.

WE ARE SHOWING WIDE RANGES

New Spring Skirts in all the popular colors, designs and fabrics and some exclusive; and in crash, pique, lustre, white and fancy duck.

New Spring Costumes in tweeds, venetians, vicunas, box cloths, whipcords, cheviots, checks and the homespun with the marks of style and exclusiveness all over them.

Jackets, cloaks and coats in all the correct fabrics and accredited styles in new and exclusive spring designs.

McKINNON-MADE GARMENTS

are made under the best of conditions, under one roof and our own personal supervision. Near thirty years of mantle experience go into their cut, fit, quality, workmanship and style. Near thirty years of business experience; the entire purchasing

power of this house; the division of general expenses among our three departments make our prices possible.

35 Milk St., London, Eng.
75 Queen St., Ottawa

FACTORY AND WAREHOUSE

TORONTO

YORK AND WELLINGTON STREETS

1886 Notre Dame St., Montreal
70 St. Joseph St., Quebec.

TO MAKE A FINE STORE.

Mr. H. T. Lockyer, manager of The Hudson's Bay Company's Vancouver store, has been visiting New York, Chicago, St. Paul, Minneapolis, Winnipeg and other cities. The chief object of Mr. Lockyer's trip was to inspect the new buildings going up in the big cities of the east, with the idea of gathering suggestions for the company's Vancouver store, which is to be enlarged and improved immediately. An extension of 40 x 120 feet to the present building has been decided upon, and the whole establishment will be remodeled and improved with the idea of making it one of the most thoroughly up-to-date retail stores on the American continent. A passenger elevator will be placed in the centre of the building, luxuriously-appointed waiting-rooms for ladies will be provided, and every modern device for the comfort and convenience of customers will be adopted. It is intended to spare neither pains nor expense to make the building a credit to the city and the company.

NORTHRUP LOOM CO.

The annual meeting of the shareholders of the Northrup Loom Co., of Canada, was held at their works in Valleyfield, Thursday, March 1, at the hour of 11 o'clock. The President, Mr. A. F. Gault, was in the chair. The annual report was read and adopted. Among the shareholders present were the following: Messrs. A. F. Gault, S. H. Ewing, H. Markland Molson, Edgar McDougall, Louis Simpson, Fred, Lacy and R. R. Stevenson. Mr. Arthur Plimsoll was elected auditor for the coming year.

The following were appointed directors: Messrs. A. F. Gault, Geo. O. Draper, S. H. Ewing, Louis Simpson, R. R. Stevenson and Samuel Findlay. Mr. A. F. Gault was elected president, and Mr. Louis Simpson, vice-president, at the meeting.

END OF THE COTTON STRIKE.

The strike of the employes of the Montreal Cotton Co., at Valleyfield, is ended. On Friday, March 2, Mr. A. F. Gault interviewed a committee of the strikers, and, after some discussion, an agreement was arrived at whereby operations should begin again by Monday morning, March 5, at an advance on some sorts of goods of about 5 per cent. in wages.

Mr. Laidlaw, of Durham, Ont., has sold out his business in that town to Mr. Ireland, a merchant from Blyth. Mr. Laidlaw remains a silent partner in the business.

Mr. Thomas Whitehead, a prominent business man of Walkerton, died suddenly February 9. Mr. Whitehead was president of the board of trade, and carried on a very large mercantile business on the departmental store system, having also branch stores in several neighboring villages. Mr. Whitehead was 58 years of age and of English descent. He was an exceedingly enterprising man, and very highly esteemed.

The power of first-class illustrations in making a description of any article is well known to printers, but few manufacturers have so recognized this fact as have The Williams, Greene and Rome Co., of Berlin, Ont., Limited, makers of "W. G. & R." shirts, collars and cuffs. The house issued in January a folder giving cuts of a dozen different styles of the shirts they are making this year. The cuts show so excellently the good points in shape, make and pattern of their shirts that it should be gotten by every furnisher who has not secured one. This firm offer to furnish electroypes of their shirts and collars free to customers who desire them for advertising purposes.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

W. A. BAKER

43 St. Sacramento
Street

Manufacturers' Agent,

MONTREAL

Representing—KRAMRISCH, WERTHEIMER & Co., Bradford, England, Italians and woollens. FRIDERICH & FULDA Plauen, Germany, laces. HENSAL, COLLADAY & Co., Philadelphia, U.S.A., manufacturers of dress trimmings, fringes and upholstery goods. STANSFELD BROWN & Co., Bradford, Eng., carriage cloths, meltons, etc.

R. FLAWS & SON,

Manchester Bldg.,
Melinda St.

Toronto.

Dry Goods Commission Agents.

Representing: { WM. SIMPSON, SONS & Co., Philadelphia, Pa.,
Prints, Linings and Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England,
Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England,
Yarns and Warps.

A. ROLAND WILLIAMS

Manufacturers' Agent, Room
509 McKinnon Big 19 Melinda
St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Linens,
Felt Hats, Dress Trimmings, Canvas, etc.

The following

*is a partial list of the
Goods we manufacture:*

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

(the best and cheapest machine
made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply both
Light and Heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.

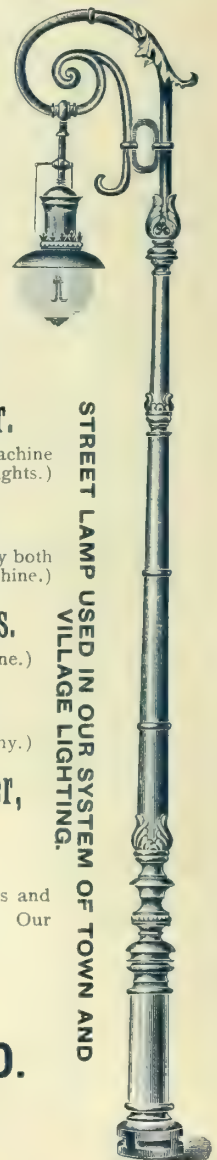
We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

THE ACETYLENE MANUFACTURING CO.

LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
287 Yonge St., Toronto.

123 Bank St., Ottawa.
47 John St., Quebec.

Use the "Derby Link," No. 2



Patented Nov. 28, 1898.
FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.
For Link and Plain Cuffs.

Keep your trousers up with the
"Automatic" Bachelor Button



WRITE
TO YOUR
JOBBER.

NO
NEEDLE
REQUIRED.

The New Automatic



U.S. Patent June 5, 1894. Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The J. V. Pilcher Mfg. Co., Sole Manufacturers,
LOUISVILLE, KY.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows:

Absolutely No



TRADE

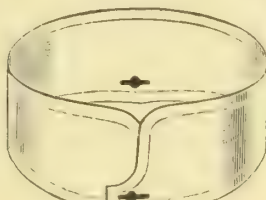
CELLULOID
MARK.

Others Genuine

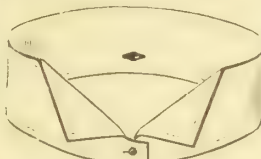
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



ROMAN



BERKELEY.



TITAN.

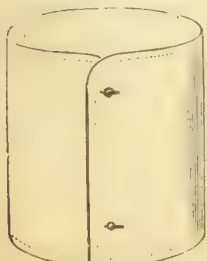


BICYCLE.

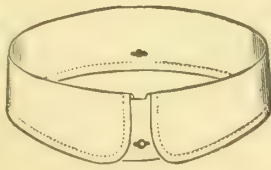


ROYAL

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.



EXCELSIOR.



SAVOY

CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



The Celluloid Company

FIFTH AVE

Punctuality, Thoroughness, Brevity.

To be brief; our campaign during this month in the assorting trade of general dry goods, men's furnishings, woollens, haberdashery and carpets, will be carried on with our usual punctuality and thoroughness in all business transactions.

Marvels in Dress Goods
Richness in Silks
Softness in Muslins
Beauty in Laces
Fastness in Hosiery
Ease in Gloves
Miscellaneousness in Haberdashery
Style in Men's Furnishings
Suitableness in Woollens
Durableness in Linens
Variety in Prints
Miles in Carpets
Commodiousness in Staples
Value Unsurpassed
Liberal Cash Discounts and
Filling Letter Orders a Specialty
are the weapons with which we
fight competition and

Constantly Gain New Customers.

~~~~~  
**JOHN MACDONALD & CO.**

Wellington and Front Streets East,

ESTABLISHED 1849.

❁ ❁ ❁ **Toronto.**



VOL. X.

MONTREAL AND TORONTO, APRIL, 1926

No. 4.

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, Etc.

TIDSWELLS

Factory:  
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,  
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,  
SKIRTS, ETC.

**Canadian Buyers** will always find the very latest  
Novelties in Ladies' and Children's

SKIRTS, BEGUSES, JACKETS,  
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
samples, and learn your needs.

CORBY, PALMER & STEWART

39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-12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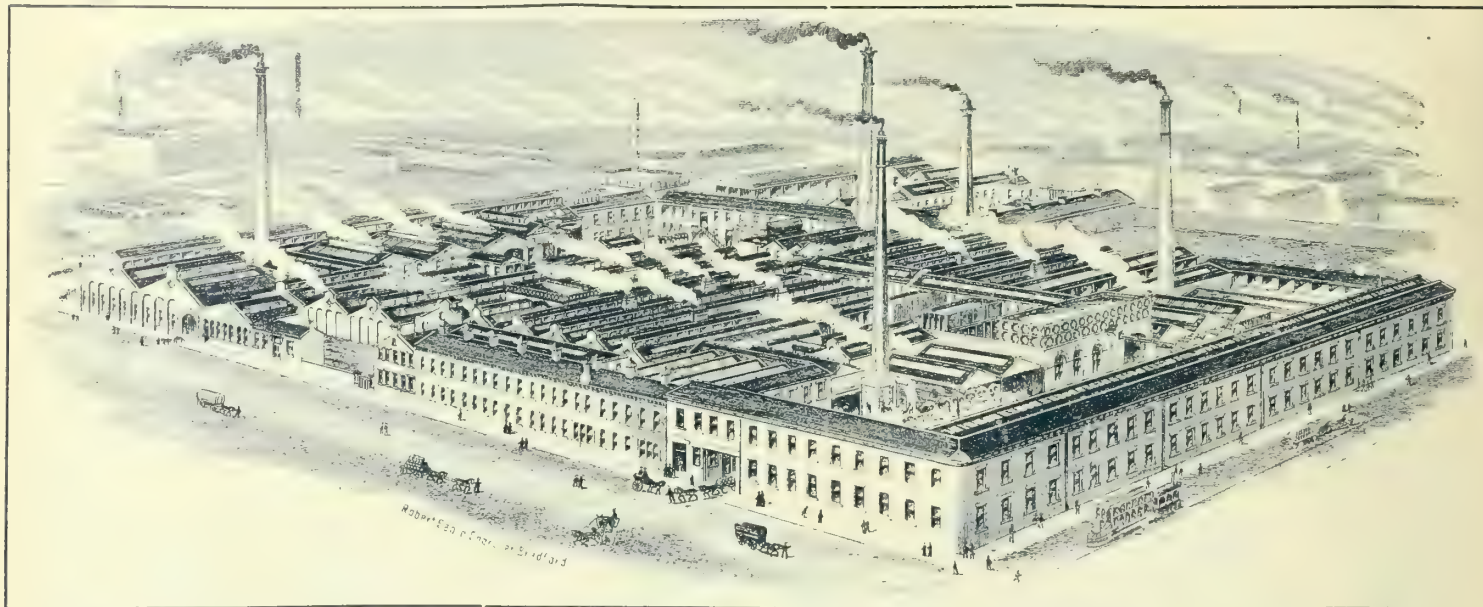
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APPRECIATING THE ORIGINALITY OF THE  
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L. NELLES, OF GUELPH, WHICH APPEARED  
IN THE GUELPH "DAILY HERALD" OF  
MARCH 19th, OFFER THIS PAGE FOR ITS  
REPRODUCTION ❧ ❧ ❧ ❧ ❧

### With apologies to Kipling and everyone else.

When about to buy your paper this is the only place,  
To get the best designs at such a price,  
And after seeing them, you will say it to our face  
Everything so lovely and so nice,  
Your home will be a comfort, and your rooms a great delight:  
Your neighbors they will envy and admire.  
With pleasure you can tell them they only can be right,  
When Nelles is the seller and they the buyer.

#### CHORUS.

Gold papers, silk papers, papers of every kind,  
Den or Parlor or Barber Shop, ceilings low or high,  
Each of 'em calling for paper keep them in your mind,  
Don't pass these goods for your credit's sake, but  
buy—buy—buy.

Better buy from us at once, as there is no better store,  
And tell your friends what bargains you did get,  
That you've saved a lot of money and your home from floor to  
floor.

Is the handsomest on which the sun will set,  
For paper bought from us must be a blooming sure success,  
As we do the largest business in the town:  
The best is always cheapest (get your money's worth—no less),  
Look for merit, style and value, and goods of wide renown.

#### CHORUS.

Clerk's home, mechanic's home, home of the millionaire,  
Fifty thousand rooms we can easily supply:  
Each of 'em calling for aid from you (their walls are  
white and bare)—  
Don't pass this "ad." for your credit's sake, but buy  
—buy—buy.

# Countless Efforts Are Constantly Being Made

*to palm off inferior dyed hosiery by saying "Equal to Hermsdorf," "As good as Hermsdorf," "Better than Hermsdorf." The constant quoting of Hermsdorf dye by the man who wants to substitute shows the weakness of his argument. Hermsdorf Dyed Hosiery and Gloves bear this stamp*

*Louis Hermsdorf*  
*Dyer*

*American Bureau of Louis Hermsdorf,  
78-80 Walker St., New York.*

*Chemnitz,  
Germany.*

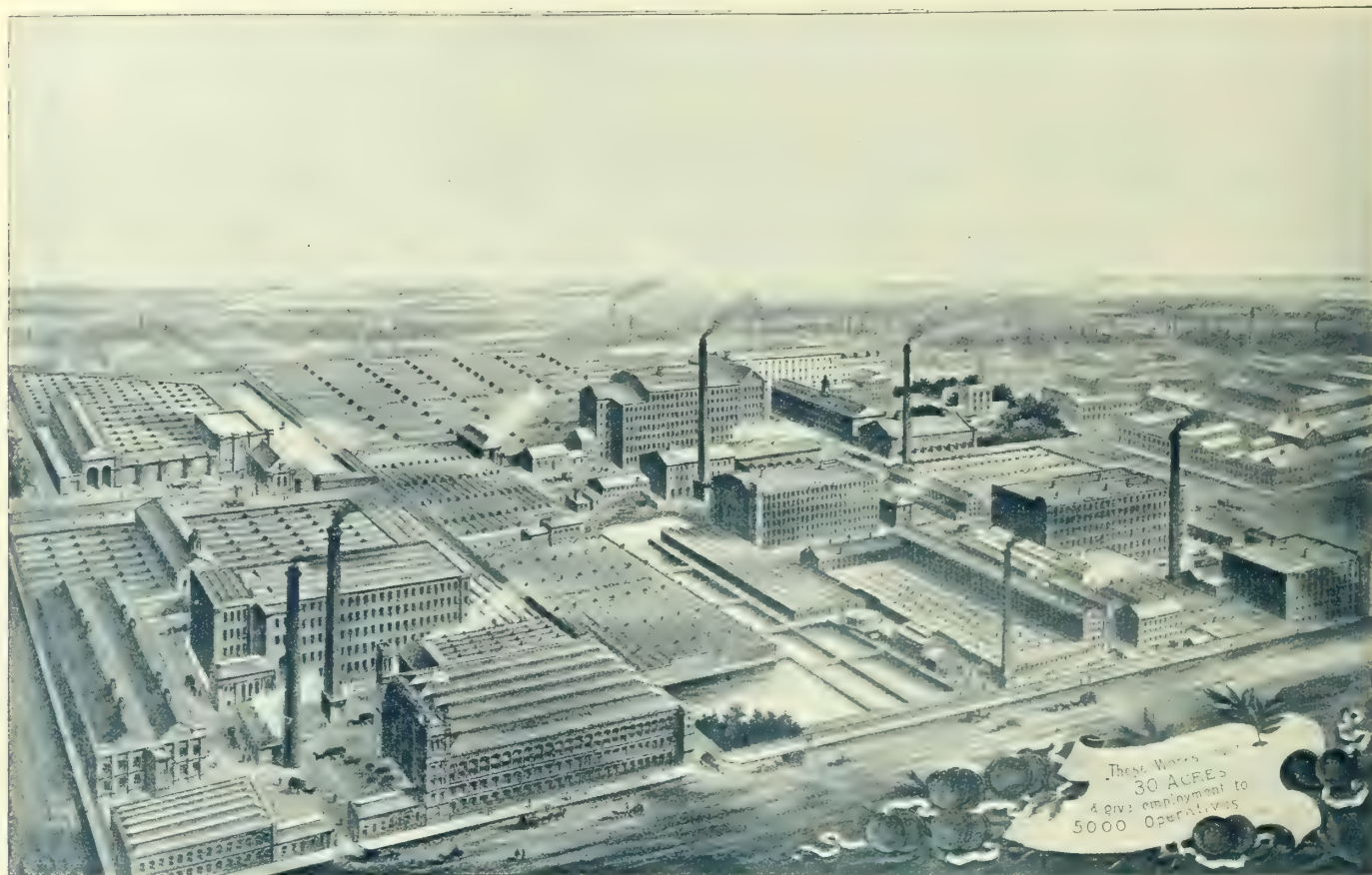
*It's your safeguard and your customers' guarantee.*

*New York Selling Office of Hermsdorf Black Mercerized Yarns,  
JOS. J. DeLONG, 396 and 398 Broadway, New York, N.Y.*



# HORROCKSES, CREWDSON & CO.

**LIMITED**  
COTTON SPINNERS AND MANUFACTURERS.



**WORKS, PRESTON AND FARNWORTH, LANCASHIRE.**

**WAREHOUSES, PICCADILLY, MANCHESTER.**

**5 LOVE LANE, LONDON, E.C.**

**7 MITCHELL LANE, GLASGOW.**

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

**Specially Finished for the Sewing Machine**

And Suitable for all Parts of the World.

**HIGHEST AWARDS AT ALL EXHIBITIONS.**

|                           |            |                        |      |
|---------------------------|------------|------------------------|------|
| PRIZE MEDALS, LONDON      | 1851, 1862 | GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDALS, PARIS        | 1867, 1878 | GOLD MEDAL, LIVERPOOL  | 1886 |
| DIPLOMA OF HONOUR, VIENNA | 1873       | GOLD MEDAL, EDINBURGH  | 1886 |
| GOLD MEDAL, CAPE TOWN     | 1877       | FIRST AWARD, ADELAIDE  | 1887 |
| DIPLOMA OF HONOUR, LONDON | 1884       | FIRST AWARD, MELBOURNE | 1888 |

# FOSTER & CLAY'S Productions



Should be prominent in your  
**Wool Department.**

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS  
SHETLANDS, ANDALUSIANS  
PETTICOAT, VEST and  
SHAWL WOOLS.**

**TABLE CORD and  
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of  
**HOSIERY AND GLOVE MANUFACTURERS.**

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

**John Barrett,** 12 St. Nicholas Street, **Montreal**

# Easter Gloves

We have a full, fresh stock of

## Pewny's

French Kid Gloves for

### SPRING 1900

Best Styles  
Best Shades  
Best Wear

**S. Greenshields, Son & Co., Montreal**

AGENTS FOR CANADA.

*For . . .*

# Spring Sorting-Up Orders



Nobody to beat us in Cretonnes  
and Art Muslins . . . . .

We have a small stock of hosiery still  
on hand at last year's prices.

SEE OUR  
SAMPLES

# BAGLEY & WRIGHT MFG. CO.

318 St. James Street, MONTREAL.



# **KHAKI**

THE POPULAR COLOR  
FOR SUMMER.

---

*We Have on the Way a Large Assortment of*

**LEEMANN & GATTY'S**

CELEBRATED

PATENT **FAST-DYED** KHAKI

... IN ...

**WOOL SERGES AND  
COTTON DRILLS.**

---

**SAMPLES** WILL SHORTLY BE IN OUR  
TRAVELLERS' HANDS. . . .

---

Controlled by us for Canada.

---

**S. GREENSHIELDS, SON & CO.**

MONTREAL AND VANCOUVER, B.C.

# COLONIAL BLEACHING AND PRINTING CO.

MONTREAL.

**Prints,  
Printed Flannelettes,  
Sleeve Linings,  
Dyed Cotton Fabrics,  
Foulards,  
Sateens,  
Jeans.**

WORKS AT ST. HENRI.



REGISTERED

## BEE HIVE Knitting Wools

-- MADE BY --

**J. & J. BALDWIN, HALIFAX, ENG.**

The Oldest Established  
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

**KNOWN ALL OVER THE CIVILIZED WORLD**

Scotch Fingering  
Wheeling  
Petticoat Fingering  
Soft Merino

Berlin Fingering  
Balmoral Fingering  
Merino Fingering  
Soft Knitting Wool

Vest and Silk Vest Wool  
Lady Betty  
Shetland  
Andalusian

Pyrenees  
Fleecy  
Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

**Especially Adapted for Cycle Hose and Sweaters**

We claim that they will knit further and wear longer than any other make.

**Wholesale Only**

**Send for Samples.**

Agent

**Duncan Bell**

MONTREAL and TORONTO



*The*  
*W.R.*  
**Brock**  
*Company,*  
*(Limited)*

*TORONTO and MONTREAL.*

---

34 TRAVELLERS

now on the road  
from the

ATLANTIC

— TO THE —

PACIFIC

showing samples for the sorting season.

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EVERY BUYER SHOULD SEE OUR SAMPLES.

# THE CANADIAN GOODS DRY REVIEW

VOL. X.

MONTREAL AND TORONTO, APRIL, 1909

No. 4.

## PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC. OF AN UP-TO-DATE RETAIL BUSINESS

Specially written for THE DRY GOODS REVIEW

BY CHAS. F. LESTER, NEW YORK

### Pointer to Salesmen.

Salesmen should try to know their business thoroughly. The salesman of to-day must necessarily know more about the goods that he is selling and the technical points of the business than the salesman of 25 years ago. Intelligent salespeople are the real want of the merchant at the present time. They are really hard to get, and where they are secured they command good salaries. The intelligent salesman can nearly always count on receiving double the salary that can be earned by the one who is not posted.

Know your goods thoroughly. If possible, try to know them just as thoroughly as the head of the store who is over you. Learn all the technical points of the manufacture, of the real fibre of which the goods are composed. Be sure you know the values of the goods well enough to tell in a moment whether they are very cheap or only reasonably so.

### A Tale of Two Cities.

The writer of this article once upon a time made a trip from one city to another. The city from which he came was one of what we call moderate enterprise, but had quite a large business on account of its own and the neighboring population, which, taken altogether, amounted to more than 200,000 persons. The merchants in this city were fairly progressive, but made no particular boast of setting the world afire, and were all supposed to be doing a fair amount of business at a good living profit.

The city to which he went was one of unusual size, and one which has the reputation of being one of the greatest and most enterprising in the country. The stores in this city have grown to enormous proportions, and have the name the world over of being the cheapest and most liberal of any others. Yet, when the writer came to the larger city and began to look into the inside workings of business, and notice the different prices at which various goods were sold, he found that, although the stores had the name of being wonderful bargain-givers, and were known everywhere by the name of great price cutters, still, taking the stocks as a whole, these stores in the larger cities, in nearly every instance, sold goods at a higher price than they were sold in the smaller town, and, almost without exception, the gross profits which the merchants made on the

goods were from 10 to 15 per cent. higher than the merchants in the smaller city could get.

This seemed exceedingly strange, and it set the writer to wondering how it was that this large city and these large stores should have the name everywhere for enterprise and low prices, while the stores in the smaller city, which sold the cheaper, were, as a rule, called high-priced and old fogey.

As the subject was investigated a little more closely, however, he began to notice one thing—that there were some instances in which these large stores sold goods wonderfully cheap, much cheaper, in fact, than the goods could be even manufactured at. This at first seemed a little queer. What could be the object in selling goods at such ridiculously low prices? For instance, in one case a certain store advertised a well-known dress lining which usually sells at 25 and 35c. a yard, for 8c. These goods cost a great deal more than this selling price and what could be the object in taking so popular an article and disposing of it at perhaps one-fourth of what it sells for in many stores?

The writer thought he would go to the store which made the offering and see what information could be gained on the subject. When he got to the store he found it packed with eager buyers, not only around the immediate counter where these goods were being slaughtered, but the majority of those persons who came to buy the bargain advertised had gone all over the store buying other goods which they might be in need of.

On inquiring of the manager how the business was, he replied that it was splendid. "We are offering the people some bargains to-day which they cannot resist."

"But" the writer asked, "how can you afford to sell these goods which you advertise at so much less than cost?"

The reply was: "Oh, that is only done to bring the people to the store. They will not come unless there is some unusual inducement held out to them, but when they do come they buy enough goods at a regular profit to more than make up for the loss which we sustain on the linings."

A further careful examination into the matter and visits to several other stores where sales were being conducted in a



similar manner, showed that these larger stores drew almost their entire trade through holding out such inducements to the people.

The merchants in this larger city make a totally different practice of price cutting from the merchants in the smaller place.

The merchants in the latter city sell their goods all around at a reasonably cheap price. They make no very great profit on any line of goods and gain no particular reputation for selling cheap, for the people naturally expect that everything should be at a moderately low price, and they are never startled by having any very remarkable bargain offered them.

Just the opposite to this, the stores in the larger city make a good round profit on nearly everything they sell except those articles which they hold out as special inducements to buyers.

The people in this city are kept in constant excitement on account of the real sensations which these stores make week after week. They will select some well-known and staple article and sell it for probably a half or a third of what it usually costs to make it. On the sale of these goods they, of course, calculate to lose a considerable sum, but they gain the attendance of enormous crowds at their store, and the liberal profits which they make on other goods far more than compensate for the loss on the bait which they hold out to the public.

#### The Two Systems Weighed.

The thought, therefore, presented itself to the mind of the writer as to whether the small city was not making a great mistake in its methods of doing business. The merchants are aiming to sell goods low, but are not in any sense impressing the people with this fact, because there are no particular objects which can be picked out and mentioned as presenting anything extraordinarily low.

The larger city is, day after day, and year after year, gaining a greater reputation as a business centre, simply because there is not a day in which some store is not practically giving something away to the public. These larger stores handle possibly from 10,000 to 50,000 different objects. Out of this whole number of objects there will be possibly from 10 to 20 which are sold at a loss, but these are at such a manifest loss that the people are really surprised and are so pleased at getting these things cheap they overlook the fact that they are more than making up for the loss on the other goods which they purchase.

This is what may be called progressive, up-to-date merchandising. A store is certainly in business for the profit it can make, and every store is entitled to a just profit on its goods. The stores of this larger city certainly get this profit, but, at the same time, the great excitement which they cause by selling a few articles very cheaply gives them a greater reputation than if they sold the whole stock only moderately cheap.

For instance, in the smaller town, if a merchant was getting up a sale of ladies' hosiery, and had, say, three or four different lines which he wished to mark down, he would probably mark each line with a 10 or 15 per cent. reduction all around. This reduction, while it would make the goods all very cheap, would probably only draw a few buyers who were really in need of the goods, and who knew the real value of the qualities offered.

If the same sale was gotten up in the larger city which I have mentioned, the store would probably make only a very slight, if any, reduction on the majority of ladies' hosiery, but

would take one kind and cut the price deeply, or, perhaps, even make it half of the usual selling price.

For instance, if one line consisted of black hosiery which regularly sold at 25c. a pair, it is very probable that the store would mark these down to 10 or 15c. a pair, even though they may have cost as much as \$2 a dozen. This kind of a reduction would create some excitement and bring a crowd of people to the store, and, while the loss on the one article might be quite heavy, the sales of the other goods at nearly regular price would make the average loss on the whole much less than would be the case where the store in the smaller city made an all-around reduction in price.

Cities where the merchants have been doing as in this smaller city might learn a lesson here, and change their tactics.

Believes in a Cut Being Low. To be considered bright and wide-awake, you must get the people to believe that you are going to give them something wonderful. Get them to believe that you have it in your power to sell goods for half, or less than half, what they are being sold at in other stores. This has been done, not by actually selling everything at a half price, but by really slaughtering one or two articles, while you may even make a larger profit on others to make up for it. Therefore, the secret of cutting prices seems to be not to cut everything or to make any general reductions, but to cut the very heart and life out of one or two things and make up for it on something else.

#### KHAKI SERGE TRADE IN CANADA.

Khaki promises to be one of the most popular colors for the coming Summer, and there is no doubt there will be a demand for this shade in all classes of goods. S. Greenshields, Son & Co. have just completed arrangements with the agents of E. Spinner & Co., of Manchester, to control the celebrated khaki serges and drills of Leeman & Gatty, who supply the British Government with the cloth for Her Majesty's soldiers.

Lord Roberts, himself, complimented Spinner & Co. on the benefits their khaki had given the army in India in the following letter :

"Commander-in-Chief's Office,

"Headquarters, Bombay.

"E. Spinner & Co., Bombay.

"Lord Roberts directs me to inform you that he fully appreciates the benefits which have accrued to the army in India, both British and native, through the introduction of Leeman & Gatty's fast dye, and offers you his congratulation on the success of the invention. The appearance of troops of all arms when dressed in khaki has, in Lord Roberts' opinion, improved immensely since your goods have been generally used.

"(Signed) EATON A. TRAVERS, Major,

"For Military Secretary."

The popularity which khaki has attained, on account of the present war, will certainly create a demand for the goods for both ladies and gentlemen. S. Greenshields, Son & Co say that a large shipment of wool serges and drills are now on the way. Messrs. Greenshields will very shortly have samples in the hands of their travelers. They, however, invite inquiries regarding these cloths, and will be very pleased to answer them.

You are interested in our advertisement. Read it.  
You would profit by buying from our stock. **Why?**

Because it consists largely of distinctly different goods from those of other houses.

You know and we know that high-class goods command high-class trade.

We import the best goods brought into Canada: Our motto—"There is nothing too good for Canadians."

You wonder why so many of our customers lead and control the best retail dry goods trade in their respective Towns, and prevent it going elsewhere. It is because the goods they buy from us attract and satisfy those who dress fashionably, stylishly, well.

You want for customers those who spend their money freely and change their apparel often. You will never get that trade unless you keep the proper goods. We have what you want in Dress Goods, Silks, Satins, Velvets, Costume Cloths, with Laces, Trimmings and Ribbons to suit.

In South Africa our boys have been doing well. In Canada **OUR BOYS** have been capturing the White Goods, Cotton Wash Goods and Staple Goods trade, a la Bloemfontein.

(The Mayor and Officials went out to meet them; the Citizens received them as friends, waving flags, cheering and singing.—Official Despatch.)

**We are now soliciting Sorting Orders.** You will find all departments very complete.

Goods that it was impossible to get in February and up to the 25th of March are now in stock, and

### **NEW LINES ONLY.**

We ask your special attention to goods which we are showing for Fall 1900. Place order with us for these at once, please. We protected our customers in their Spring purchases. We are anxious to do equally well for everyone for the Fall.

**BROPHY, CAINS & CO.,**

23 ST. HELEN ST., MONTREAL.



## *Millinery, Dry Goods and Clothing in the West.*

*From "The Dry Goods Review," special correspondent.*

WINNIPEG, March 28, 1900.

THE wholesale millinery opening was the first thing in March. Winnipeg had only one this year, that of The D. McCall Co., Limited. Their comfortable showrooms on Notre Dame street west were tastefully arranged and filled to overflowing with choice goods. The trimmed goods were arranged in the rear showroom, and the first thing noticed on entering the room was the entire absence of the startling colors and combinations which, during the past two seasons, have been so much in evidence. Pastel shades predominate in all millinery, and the effect is very charming. Another noticeable feature was the large amount of tulle used in black, white and colors. Gauze, taffeta ribbon and flowers complete the list of the principal materials used for trimming, but the straw braids, Tuscan braids, satin straw braids with val lace edges and double frilled mohair braids in white, black, green, blue and lavender are really trimmings, although they are used principally in foundation work.

Though there are many shapes in fancy straw, mohair and sequins, etc., the majority of the trimmed hats shown at the opening were made up on wire shapes. The toque and Spanish turbans predominated, although there was a goodly number of leghorns, shepherdess and rubens. The prevailing idea in trimming seems to be to use light and gauzy materials and arrange them in massive effects. The rosettes are more used than ever, and are almost as large as an ordinary breakfast plate. Flowers and foliage are lavishly used. The use of foliage on Spring millinery is somewhat of a new departure, but with the delicately tinted gauzes and tulles the results are very fine. Another pretty material for crowns is gold gauze with an applique pattern in fine straw mount.

A great many handsome black hats were shown. One was a rather wide horsehair and sequin brim, with high straight crown, surmounted on the upper edge of the crown with a dense twisted fold of black tulle. On the left side, rosettes of the tulle standing fully ten inches from the brim completed the trimming. Under the brim was a long, trailing spray of foliage, shading from soft sage green to deep crimson. The effect was very striking. Another noticeable hat was a big leghorn, trimmed in front with a profuse bow of Dolly Varden ribbon. Large sprays of forget-me-nots starting from this bow in front encircled the crown with the ribbon and met at the back with a large steel buckle. Beneath the brim was a cluster of sunset roses to nestle against the hair.

A wide white chip hat had a big tam crown, made of alternate strips of fancy straw in crushed strawberry and white satin. A huge rosette of white satin with a rhinestone centre and a bunch of flowers under the brim completed the trimming. Some good effects were produced in wood tints, bluettes, wateau, murillo and vandyke shades. Heliotrope is still popular, and a few hats are made entirely of violets. A combination rather new and very effective is the plaiting of white tulle in long, full bands that look like long ostrich plumes, and then combining them with three-quarter white tips. This is a style especially adapted to the big white leghorn.

Mr. John McRae reported the opening as the most successful yet held, and all pattern hats were sold the second day.

Forty milliners from outside points attended the opening and the following list shows representatives from all parts of Manitoba, N. W. T., and even as far west as British Columbia; Miss Anderson, Virden; Misses Campbell, Young, and Dunsmore, Neepawa; Miss Sample, Souris; Miss Cyr, and Miss Churchill, Fernie, B. C.; Miss Dodds, Grand Forks, B. C.; Miss Neelands and Miss Post, Regina; Mrs. Creary and Miss Craig, Wapella; Miss James, Glenboro'; Miss Hardy, Brandon; Miss Hornibrook, Carberry; Miss Macleod, Roland; Miss Breckenridge, Carman; E. King, Killarney; Mrs. M. A. Lindsay, Wawanesa; Miss Leeson, Souris; Miss Harrington, Dauphin; Mrs. Laurie, Morris; Miss Swingford, Morris; Miss Madill, Russell; Mrs. McCauley, Carman; Miss B. Malcolm, Portage la Prairie; Miss Parkins, Morden; Mrs. S. McAdams, Treherne; Miss McBrowne, Pilot Mound; Miss R. Munroe, Minnedosa; Miss Partlett, Selkirk; Miss Murray, Miss Vanzant and Miss Seibert, Holland; Miss Curl, Wawanesa; Miss M. Thomas, Deloraine; Mrs. J. T. Wilson, Shoal Lake; Miss C. L. Anderson, Manitou; Miss Scott, Manitou; Miss Waugh, Baldur.

Messrs Bryce & Co. and Strachan & Co., manufacturers' agents, showed full lines of ready-to-wear goods, straw shapes, trimmings and flowers, and all report a very satisfactory business.

Retail millinery openings were the order during the middle of the month and were largely attended and well patronized. Among those of special note were Furner & Co., Hudson's Bay Company, Preston & Co. and J. Robinson & Co. The last named opened very handsome new showrooms, the company having found it necessary to utilize a large portion of the second floor of their building which was formerly devoted to offices.

### CLOTHING.

This is rather between seasons so far as Summer goods are concerned as all Spring orders have been shipped and sorting orders have not begun to arrive except in very limited numbers, but with the first few days of Spring this trade will be brisk, especially in lines of bicycle goods and the like.

With regard to orders for Fall, clothing men are feeling the result of the large carried-over stocks from last Fall, perhaps, more than any other class of merchants. The prolonged mild Fall and then the unusually mild Winter, coupled with the low price of wheat and bad roads, left country merchants with tons of stuff on hand which should by right have been sold last Fall. The clothing men are realizing this more and more as they look for Fall trade, and the most sanguine are not cheerful about the prospect. The country is all right and sound and business is good, but collections have been slow and the carried-over stock has been a nightmare to many a country merchant.

Myron McBride & Co. are showing a very fine line of Canadian-made, mercerized, fleece-lined underwear for Fall and Winter. These goods compare favorably with the best products of the Old Country and are good sellers.

### HOUSE FITTINGS AND FURNISHING.

Where Winter is as long as in Manitoba, the advent of Spring and Spring cleaning is hailed with delight by the



housewives. With the best of care and the most admirable ventilation, houses that have been cased with double windows from October until April begin to feel stuffy and look grubby. The first fine days with thawing snow and slushy streets are quite enough to send the women folk madly in pursuit of new curtains, new matings, new carpets; in fact, everything and anything in the way of making the house feel fresh. Men with rolls of paper, paint pots and stepladders are everywhere except at your house at the hour they promised to be, and, in spite of the grumbling male animal of the household, things are torn up, turned inside out, and upside down and made sweet and clean once more.

R. J. Whitla & Co., since occupying their new premises, have devoted more attention than ever to their stock of house-furnishings and a run through them is a pleasure, as it gratifies the eye at every turn. The space of the second floor of their great warehouse devoted to these goods is light and airy, and things are well arranged for displaying goods.

The velvet pile carpets show principally the oriental designs, now so fashionable, but other patterns are not wanting. One pattern of special beauty was in three shades of wood brown with a design of hydranges in cream and faint pink. Art squares are in every color and every design the heart of woman could desire, or the hand of man execute. A design in four shades of bluette is the very latest caper, but, as the latest thing very often is, it is more fashionable than beautiful. The "What We Have We Hold" rugs are meeting with a tremendous sale, for Manitoba is nothing if not loyal, and really they are so well executed they are almost equal to a copy of the picture.

This house shows a range of lace curtains from 27½c. to \$17 per pair. Some of the curtains in swiss net, with designs

of Easter lilies and fleur de lis, with corners of heavy guipure in true lovers' knots, were works of art. A full line of raw silk and chenille curtains and tablecovers were also shown, and it was gratifying to note that some of the handsome goods in chenille were from Canadian factories. In addition to the above, there was an endless array of linoleums, floor oilcloths and the like, in the latest designs and of the very best quality.

## NOTES.

Mr. Godfrey Parker, dry goods buyer for The Hudson's Bay Company; Messrs. Campbell and Binns, buyers for R. J. Whitla & Co., and Mr. Wilson, buyer for Stobart, Sons & Co., have all left for European markets on their semi-annual purchasing trips.

Mr. Harry Slater, representing Robinson, Little & Co., London, has just moved into pleasant new quarters in the Dundee Block.

Mr. Climie, representing Gordon, Mackay & Co., and also a partner in the Western Canada Financing Agency, is spending a well-earned holiday in California.

A great many traveling men are on the road with Fall and sorting samples.

The manager for the western branch of The Gault Bros. Co., Limited, Montreal, has arrived, and is very busy superintending the arrangement of the interior of their fine new warehouse, corner of Bannatyne West and Albert streets.

E.C.H.

The publishers of Le Prix Courant, Messrs. A. & H. Lionais, are issuing at Montreal a new monthly paper for the French dry goods trade, entitled Tissus et Nouveautés. The new paper, which is now in its third month, is artistically printed and shows the care and skill which Messrs. Lionais bestow upon their publications.

# Repeat Orders

placed early with manufacturers are coming forward.  
In every department special leading lines are still to be had.  
This month we invite you to see us for following lines:

Lace Curtains and Laces,  
Ladies' and Gents' Underwear,  
Ladies' and Children's  
Cotton Hosiery,

Swiss Embroideries and Insertions,  
Gents' Neglige and Regatta Shirts,  
Parasols and Umbrellas,  
Ladies' Blouses and Skirts.

We are in the front rank of progress in all these lines.  
Staple Department always well assorted and prices right.

WE PAY SPECIAL ATTENTION TO LETTER ORDERS.

## Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.



## WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed "Window Dressing Department."

### DOES WINDOW DRESSING PAY?

**E**MPHATICALLY yes. An artistically trimmed window is to a business what electricity is to a trolley car, viz., the grand motive power that pushes the thing along. But how many merchants give this subject the serious thought it deserves?

A merchant will always seek a good location for his business. In all probability he will have an elegant front and, possibly, handsome windows. Then he will leave the trimming of the windows to some clerk, who has scarcely any or no knowledge at all of window trimming. Consequently, the goods will be piled in without regard to color harmony, attention to arrangement or consideration of qualities or prices, a conglomerated mass of everything which the passer-by rarely notices. If he does stop he can get no intelligent idea of any article he may desire.

A man who pays no attention to his windows and disregards the trimming of his store interior to make them bright and attractive cannot keep his trade, and, consequently, will find his customers patronizing merchants who give attention to these details of their businesses. Many merchants will pay out hundreds and thousands of dollars per year for advertising. For what? To catch the eye of the reader, and his attention to their goods will most likely attract him to the store.

But these merchants never think of the thousands of people passing their window every day. Some of them pass several

then avoid seeing what the merchant desires it should—the goods and prices.

I believe that a well-trimmed window is an object lesson which conveys at one glance more ideas than many columns



2.—NEAT INTERIOR TRIM.

of newspaper description. It will undoubtedly sell goods, not only to those intending to buy, but also to those having no intention whatever of purchasing then and there.

The merchant, clerk, professional man, mechanic, farmer, laborer, and those who possibly do not get time to read papers daily, will stop before an attractive display as they pass. Then, perhaps, as many people pass that store during the day as read the papers. Customers who have made purchases will be attracted to the windows and make purchases of goods exhibited, which they had no idea of buying. The advantages to a merchant from a well-trimmed window cannot be estimated, and a salesman or window trimmer who can dress a window with fresh goods, artistically arranged, with a change of design each week, is worth a good salary, for his window will sell as many goods as the influence and ability of three salesmen could do in a week. If a merchant doesn't think so, let him try it. Experience is the best argument that can be used.

### INTERIORS.

Interior display should be simple, harmonious and artistic. Don't attempt to bewilder your customers. A woman in search of an apron shies from a great bunch of aprons swung from the ceiling, but is attracted by a single apron tastefully displayed.

So it is with all goods. Lavish interior displays are getting out of date, although some departmental stores still cling to them. In modern establishments where good taste prevails, the shelving and fixtures have been reduced in height. This necessitates giving more room to departments, but has many advantages.

First, the customer is enabled to see throughout the entire store, as the view is not obstructed. Second, it admits plenty of light, which is equally diffused. Third, it enables the floorwalkers or the merchant himself to see what is going on, and to look after customers properly.

It is only a short time ago that silks and other piece goods were draped from the ceilings and from pillar to pillar in



1. INTERIOR DISPLAY.

times. Is it not worth while to attract their attention, as well? But this cannot be done by just an ordinary display of goods. Something must be displayed besides the goods to "catch the eye," the eye being directed towards the window. It cannot





**P U R I T A S**

**The 1900  
"Puritas"**

You will soon be buying comforters for Fall. Most Wholesale Dry Goods Houses will show this year a more or less complete line of "Puritas" comforters.

The word "Puritas" stands for purity in the filling of a comforter.

Ask to see the "Puritas" when a traveler shows you comforters, and mention the word "Puritas" on your order.

Write for our 1900 Price List.

THE ...  
**Alaska Feather & Down Co.**  
 Limited.  
 301 St. James St., corner Victoria Square,  
**MONTREAL.**



**THESE ARE  
THE GOODS**

that make you friends and keep you friends among the best class of people. If you sold but once to the same customer you would not need our goods particularly; but the customer who buys, over and over again, will be satisfied only with a pair of "Alaska" Brand Pillows.

We just issued a handy little price list, describing our various makes of Pillows, Cushions, Quilts and Mattresses. If a copy has not reached you, drop us a line.

**ALASKA BRAND  
ODORLESS  
FEATHERS**



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified  
by  
Architects.  
Approved  
by  
Owners.  
Appreciated  
by  
Tenants.

Form  
Your  
Own  
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

**THE LUXFER PRISM CO., Limited**  
 98-100 KING STREET WEST,

**TORONTO**





## FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

### KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

### FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal.**

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



— MONTREAL.

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## DEPARTMENTS.

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Dress Goods

Linens . . .

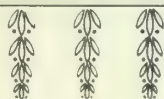
Smallwares

Silks and Velvets

Linings and  
Muslins

Trefousse  
Kid Gloves

Rouillon  
Kid Gloves



Careful attention given to Letter Orders.

TORONTO OFFICE :

25 COLBORNE STREET.

WINNIPEG OFFICE :

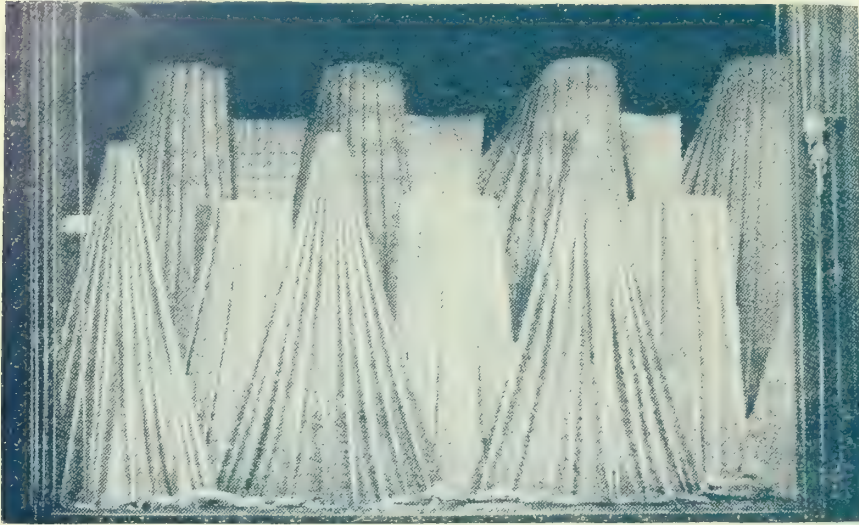
McINTYRE BLOCK.



**WINDOW DECORATING—Continued.**

many fantastic ways, but this is now to be discouraged, and low fixtures are considered the better.

Everything in overhead decoration has been, or is being, done away with by the up-to date stores, except the few neat



3. DRAPED WASH GOODS.

dressings over the fixtures. Where fixtures run along the walls, a good idea is to measure the length of top of shelves and divide it into spaces of, say, six or eight feet.

Erect arches over each space, up to the ceiling, and cover over with puffed cheesecloth. This gives you apartments in which you can drape and dress nicely. Say, for instance, over the dress goods shelves, you could show in one space, as described, mantles, in next space blouses, in next, say, silks, and dress materials.

The illustrations (Nos. 1 and 2) show the idea. The arches can be erected in dozens of different designs. The Gothic designs are newer than the half-circle, and can be latticed or covered in cheesecloth and edged with a different color to the foundation.

Palms and plants through out the store give the interior an inviting appearance. Interior trimming is to be considered just as important as the window trimming. Everything should be well ticketed. It is surprising

to note the great amount of trade that can be done by having everything ticketed.

Customers strolling through the departments are induced to buy through the aid of a little price-ticket. Canadians visiting the large up-to-date stores in the American cities (New York and Chicago, especially) cannot help purchasing articles they would not think of buying at home.

On a recent trip to New York in search of new ideas, I spent nearly a whole day in Siegel-Cooper's immense store on 6th Avenue. I noticed everything was ticketed. Customers by the hundreds poured in, and, on observing very closely, I noticed, in most cases, that they did not come in for any special article, but merely to look around the different departments and purchase little articles that took their fancy. They could stroll through from the first floor to the last floor without having to ask the prices of hardly anything. All the pretty, catchy articles were displayed prominently, and the price and descriptive cards did the talking. Everything shown seemed to be interesting to the customer. Lines of merchandise that

we would not be bothered looking over at home seemed to be the most interesting there.

I went in merely to see what was to be seen, and had not the slightest intention of purchasing, but, before I came out, I found I had been induced to buy so many little things (through those appealing price cards) that I had an uncomfortable armful, and asked to have them delivered to my address, as I had so many. I could have bought the same articles, or similar ones, at home (and just as cheap), but everything appeared such a strong inducement that one could not help



4.—SPRING MILLINERY.

# GALE MANUFACTURING COMPANY

❖ FALL, 1900 ❖

## Exclusive Designs

*Double Seamed Flannelette Underwear*

*Handsome Waists Silk and Flannel*  
LINE THROUGHOUT

*Perfected Corset-lined Wrappers*

*A popular-priced line of Dress Skirts*

*As well as a nobby range of Children's Coats*



18, 20, 22, 24 MINCING LANE

*Will call upon you  
in the near future.*

... TORONTO



**WINDOW DECORATING—Continued.**

purchasing. I noticed it was just the same way at Wana-maker's and all the other large houses.

What a pleasure it is to shop in such stores! Not a question hardly to ask. You can almost wait on yourself. Besides, how much quicker the salespeople can effect a sale. I noticed in dozens of instances the salesperson was making out a bill of a purchase of one customer while half a dozen others were waiting for her to make out a check for something that had "sold itself."

Some of the stores in Canada are adopting these methods, and are doubling their sales through them. Some are wondering how it was they did not think of these ideas long ago. In brief, the ticket and display system is the whole secret of successful merchandising.

**APRIL WINDOW DISPLAYS.**

This is the month that taxes the window-trimmer. All the new goods for Summer wear have to be shown this month. New dress goods, new muslins, new mantles, costumes; in fact, new everything. The fine, warm sunshine coaxes the ladies out, and, of course, they are all greatly interested in the new goods. They go from window to window passing comments on this and that.

This is the time for the window-trimmer to watch details. The new muslins and wash goods are, perhaps, the most important displays during this month. These should be nicely draped and well ticketed. Avoid crushing, so as to make them appear nice, new and crisp.

A great many merchants like to show every new pattern at once as an opening show, preferring them shown in the piece with one or two folds puffed up. I think a much better way is to take for an opening display, say, about a dozen of the choicest patterns and drape them out nicely on forms.

Open them out well, showing the patterns off to the very best advantage, leave this show in for, say, two days, and then take a few more and drape them up artistically, adding, perhaps, a few pretty sunshades or a few of the choicest muslin blouses on forms, placed well apart. Leave this in, say, two days, and take a few more and drape them up artistically, adding, perhaps, a few pretty sunshades or a few of the choicest muslin blouses on forms, placed well apart. Leave this in, say, two days and change again.

This gives you three entirely fresh changes, and I think them far ahead of the one crowded one left in for the week. It also gives the customer a better impression and also conveys the idea of a large assortment.

The little illustration (No. 3) gives the idea of a neat little display of muslins or wash fabrics. A neat descriptive price card should be attached to each one, also a large card neatly worded like this:

A HANDSOME COLLECTION OF DRESS  
MUSLINS FOR SUMMER, 1900.

Or one similar to this

"NEW IDEA" DESIGNS IN SUMMER MUSLINS.  
NOTE THE PRICES.

The forms used for draping in the little illustration are simply wooden uprights, 1 x 2 inches, nailed to a 1-foot square

block, 2 inches thick. These can be made in all heights, and are splendid stands on which to drape dress goods, silks, rugs, etc. By tacking a cross piece over the top they can be used for showing curtains or portieres on; in fact, almost all lines of dry goods. They are easily made and cost but a trifle.

The dress goods and millinery departments should be pushed just now by the trimmer. The millinery department comprises the best stock in the house for beautiful creations in window display for Spring.

Beautiful designs can be made up and covered with flowers. This is where the trimmer should be very careful as to color arrangement. White backings are preferable in millinery trims. The accessories should be plain and yet as rich as possible.

Show a few prettily trimmed hats at a time. Keep them well apart. See that the different colors do not conflict. Watch that the hats are placed towards the glass in such a way that the best view will be seen from the street.

With a few large mirrors, a few nice plush or silk draperies, a nice stock of ribbons, laces, fancy nets, tucks and chiffons, flowers, etc., to draw from, the trimmer can carry out beautiful color schemes and effects, and these windows never fail to catch the feminine eye.

The accompanying illustration (No. 4) conveys an idea of what a highly artistic millinery display should be like. The surroundings are neat and artistic, and I'll venture to say that there is not one lady in a thousand who would pass this trim without stopping to admire it.

In future editions of THE REVIEW I will explain and illustrate several pretty millinery displays, mechanical and otherwise.

While many readers of these columns may find such illustrations as this one too elaborate for the average merchant to carry out the same idea, yet such an illustration inspires new life in the ordinary window-trimmer and urges him on to greater accomplishments.

H. H.

**A FINE DISPLAY IN NANAIMO.**

More than one store in Canada made a special display in honor of St. Patrick's Day, March 17. Special mention is made of the success achieved by Mr. Foster, who showed great artistic skill in the windows of Charles E. Stevenson & Co., Nanaimo, B.C. A card in the centre window called for "Three cheers for Generals Roberts, Kitchener and Ireland." Two Irish harps were tastefully trimmed with green and white bunting and an arch round which the twining ivy grew intermingled with the bright tint of a large snake. The background was green, the price tickets in the form of a shamrock and the electric lamps also green. Irish serges were in evidence also. The whole effect was wonderfully pretty and original, and Mr. Foster was congratulated on his excellent taste.

**FOR PRESENT TRIMS.**

Just now is the best time of the year in which to make beautiful windows, says The St. Louis Drygoodsman. There is no season like this when there is such a variety of light and bright colored materials to work into the displays.

Wash goods form the best part of these materials and they are susceptible of more changes and styles of draping which

**KHAKI****KHAKI****KHAKI**

There is sure to be a big demand for *Khaki* Colored Wash Suits and Skirts. We have them in Duck and Drill — Coats with patch pockets and shoulder straps; bright brass buttons.

**Skirts to retail \$1.50 up.**

**Suits to retail \$5.50 up.**

**Coats to retail \$3.50 up.**

Order samples of each and be first in your town to display *Khaki* Suits.

## BOULTER & STEWART

13 Front Street West

TORONTO

## THE "ALL-WAYS READY" SHIRT-WAIST HOLDER



### SKIRT SUPPORTER

Patented Sept. 29, 1899.

OTHERS MAY BE GOOD.  
THIS IS PERFECTION

Requires no preparation of Shirt-Waist or Skirt before wearing. Holds both firmly together in **perfect position**. Leaves the **waist line smooth**. Permits the use of a plain or fancy belt of any description, being itself **entirely hidden** by the Dress Skirt Band.

The Belts are made in both white and gray, 32 inches long. Extra sizes when ordered.



MANUFACTURED BY

**BRUSH & CO., Toronto, Ont.**

A SAMPLE OF "ALL-WAYS READY" SHIRT-WAIST HOLDER WILL BE SENT TO ANY MERCHANT IN CANADA, WITHOUT CHARGE, ON APPLICATION.



**WINDOW DECORATING—Continued.**

will bring out their good points and make pretty windows than any other single class of goods.

Don't think that these goods have to be mussed and crumpled into all sorts of impossible shapes in order to bring out their patterns or attract the attention of passers. It is more particularly the patterns and colorings of them which appeal to the people who look into the windows, and they are not any better shown by persisting in mussing up every piece of goods that goes into the window.

You can make a good display of your fine wash goods without crumpling the materials in the least or hardly making a crease in them, especially fine gingham and other soft finish goods.

Fold the edge over for several yards, either half way or sufficiently to conceal the selvage. Then take T stands of different heights, turn them so that the horizontal bars are at right angles to the glass and lay the folded goods back and forth over the bars with the doubled edge towards the window. Drop the first end close to the stand so that the frame will be concealed, bringing the goods far out over the front of the horizontal bar. Then place each successive layer farther back from the front and bring the point of contact with the floor continually farther away from the base of the stand, making the finished effect like an inverted V ( $\Delta$ ). The folds will drop together where they near the bottom, if care is taken not to crease them when folding. That can be best avoided by folding as you go.

Allow your goods to lay loosely on the base about the bottoms of all the stands, having the base first covered with white or a light color, and unless you have a nicely furnished wood background cover that also with same goods as the base.

**PREPARING FOR EASTER.**

Time is short, no time to lose now. With Easter time drawing near, the desire for new gowns and articles of dress comes to every woman and man, too. Are you going to present a showing that will command attention and reap the benefit of this universal desire, or will you let matters take their course? There is no time in the year when it is so essential to bend every effort toward making an impression on the public mind. The entire season's business depends to a great extent on this effort.

Besides the immediate business to be derived, the general good which always comes from increased prestige is an item worthy of consideration and extra effort. Not only should your windows present a clean, fresh, Spring-like appearance, but the entire store should have a general cleaning up, and rearranging. The interior decorations should lend zest to the opening of the Spring and Summer seasons.

With new Spring stocks all in, there is ample material for generous showings throughout the store. Ledge displays lend an air of cleanliness to the store and utilize room which is too often given to accumulators of dust, reserve and carried-over stocks which make anything but attractive displays.

Arrange a nice Easter display over the dress goods section showing the new dress materials with trimmings to match. Divide the rest of the space over the piece goods shelving into sections of four or five feet. Fasten standards from the top shelf to the ceiling. Then pleat bunting from the standards to the wall. Bend light strips from one standard to the next to form arches. Puff bunting on the standards and arch strips,

and with ribbon or wide white tape arrange lattice work from the arch strip to the ceiling. In each section or booth, display a different line of goods. Fancy hosiery, gloves, neckwear, belts and so on, showing all the new things which go to make up your Spring stocks.

While arranging these goods to attract the lady buyers don't forget to treat the men's furnishing goods department with a new Spring dress. Somebody is going to sell a lot of nobby new ties and fancy shirts, and an attractive showing will help you materially.

**A HOSIERY WINDOW.**

Every indication points to a big season in fancy hosiery, says the same paper. The large city retailers are now giving a great deal of window space to the showing of these goods. A well-arranged display of fancy hosiery makes a very attractive window. Here is a suggestion that is easily carried out:

Take three light wood strips, arrange one by bending it arch shape and fastening it to the top of the background at either corner, so that it bends out at right angles to the glass. Fasten the other two from the window frame at either side of the glass to the top and centre of background. Arrange fancy hosiery on these three arched strips. Then arrange some half-circles on the background, like brackets. Puff the entire background and half-circle brackets with bunting of a color best suited to the hosiery you are showing. Drive knitting needles in the edge of the half-circle brackets. Arrange fancy hosiery on the knitting needles and on a nickel display stand placed on each bracket. Puff the entire base with bunting and arrange fancy hosiery on the boxes and on display stands. Make a large show card reading: "New Spring Showing in Fancy Hosiery."

**A GOOD WINDOW.**

The Frank Dowler Co., which had the contract for making suits for the Guelph cadet corps, made a fine exhibit in their window the other day. The window was tastefully decorated with flags and bunting, and contained a number of soldiers' equipments. The whole effect was enhanced by a picture of Her Majesty Queen Victoria, and one of Captain Clark, to whose energy is due the drilling and equipping of the corps.

**TWO PATRIOTIC DISPLAYS.**

Two really fine windows, produced for Messrs. I. L. Matthews & Co., of Port Arthur, by Mr. H. B. Dawson, deserve special mention. The first had for a background red, white and blue bunting, hung in heavy, soft folds, and as the centrepiece two flags crossed, one a pure white, on which was a ticket reading: "Majuba Hill, February 27, 1881," and the other was our dear old Union Jack, the ticket on it reading: "Majuba Day, February 27, 1900." The decorations used in this window were war handkerchiefs, one, the brave little drummer boy, Dunne, and the other a map of South Africa. The bottom of the window was covered with these handkerchiefs, and scattered along the middle front of the window were the names of the generals and chief officers now serving in South Africa.

The second display was a window deeply draped in black, with a large Union Jack as the centrepiece, the flag being draped with folds of crape. In the centre and at the bottom of the display was a card reading: "Canada Mourns for Her Sons." On the left side a card: "Canadians who fell at the Battle of Modder River," and in front of this a

*Always at the Top.*

TRADE MARK  
*W.G.R.*

THREE HEIGHTS



|        |        |          |        |          |
|--------|--------|----------|--------|----------|
| IN     | INCHES |          | INCHES | - AT THE |
|        | 2 ¼    | DAFFODIL | 2      |          |
| FRONT- | 2 ½    | CLEONE   | 2 ¼    | BACK     |
|        | 2 ¾    | PRIMROSE | 2 ½    |          |

A MANNISH MODEL  
FOR YOUNG WOMEN.

THE WILLIAMS, GREENE & ROME CO.  
OF BERLIN, Limited,  
MANUFACTURERS  
SHIRTS, COLLARS AND CUFFS,  
BERLIN, ONT.



*Always at the Top*  
 TRADE MARK.  
*W.G.R.*

*Four  
 Heights*



*GIEMATA*  
 2 INCH  
*GARDENIA*  
 2 1/4 INCH  
*IRIS*  
 2 1/2 INCH  
*ZINNIA*  
 2 3/4 INCH

THE NEWEST HIGH BAND  
 COLLAR  
 FOR YOUNG WOMEN

THE WILLIAMS, GREENE & ROME CO.  
 OF BERLIN, Limited,  
 MANUFACTURERS  
 SHIRTS, COLLARS AND CUTS.  
 BERLIN, ONT.

# Always at the Top

TRADE MARK  
W.G.R.

Four  
Widths



Popular  
Shape

|             |        |           |        |            |
|-------------|--------|-----------|--------|------------|
| At<br>Front | 2"     | OLEANDER  | 1 3/4" | At<br>Back |
|             | 2 1/4" | PANSY     | 2"     |            |
|             | 2 1/2" | HYDRANGEA | 2 1/4" |            |
|             | 2 3/4" | LAVENDER  | 2 1/2" |            |



## A MANNISH MODEL FOR YOUNG WOMEN

THE WILLIAMS, GREENE & ROME CO.  
OF BERLIN, Limited,  
MANUFACTURERS  
SHIRTS, COLLARS AND CUFFS,  
BERLIN, ONT.



**WINDOW DECORATING—Continued.**

full list of our dead who fell at that battle, all on separate cards. Just to the right of this a card: "Died from wounds received at battle of Modder River," and in front of this card a list on separate cards of those who have died from their wounds. On the right side a card reading: "Canadians who were killed at the Relief of Kimberley," and in front of this card the names, the same as in the Modder River battle, the manner of display being the same, but the names different. Then, to the left, a card: "Those who died from wounds received at battle of Relief of Kimberley." In front of this the names of those who have since died. In the centre and just below the mourning card was a card reading: "Canadians who were killed while serving in the Imperial Army," and in front of it the three names, Capt. C. A. Hensley, Lieut. J. W. Osborne, and Lieut. C. C. Wood. The latter display caused considerable comment, and was greatly admired by all who saw it.

In honor of St. Patrick's Day the firm had another tasteful display. In one window a "Patriotic Irish Creation" was shown, white silk being used as the background, with green satin and ribbon as decorations and the "Harp of Old Ireland" as the centrepiece. Along the bottom was a quantity of shamrock, interspersed with Irish mottoes, and in the centre was Bengough's latest poetic effort. The other display was of Irish linens and curtains.

These displays are highly creditable to the designer, and would naturally attract the attention of a town full of buyers.

Readers of THE DRY GOODS REVIEW will remember that St. George's Day falls on Monday, April 23, and that it is a good occasion for a patriotic window.

**KHAKI WASH SUITS.**

The military authorities having adopted khaki as the most suitable color for our troops in South Africa, there has been created a great demand for all articles of wearing apparel in this shade. Boulter & Stewart are showing a full line of ladies' wash suits, skirts, etc., made in khaki colors and correct military style. There should be a strong demand for this class of goods. See their ad. on page 23.

Mr. Frederick W. Watkins, of Hamilton, has been appointed buyer and manager of the dry goods section of The Stanley Mills & Co.'s departmental store business carried on in that city.

Speaking of the general craze for special sales of one kind and another, and the eagerness with which people wait for these, in preference to buying at ordinary rates, a contemporary tells of a clerk who advised a lady to hurry up and purchase her goods before the store took fire. "Oh, no," said the lady, "I think I will wait until the fire sale." The story is, of course, imaginary, but it points to a moral.



SHOWROOM OF THE IRVING UMBRELLA CO., LIMITED, 20 FRONT STREET WEST, TORONTO.



# WET WEATHER AHEAD!

## ORDER

# Cravenette

## NOW

## AND BE IN TIME FOR IT.

### THE BEST RAINPROOF CLOTH FOR RAIN COATS.

## PRACTICAL STORE FIXTURES

### PRACTICAL RIBBON CABINETS.

MADE IN EIGHT SIZES.



NO. 4 CABINET.

#### Price List of Ribbon Cabinets.

|                                              |         |
|----------------------------------------------|---------|
| No. 0—Size 28x7x27, 50 bolts, No. 7 ribbon   | \$ 6 00 |
| No. 1—Size 28x15x27, 100 bolts, No. 7 ribbon | 10 00   |
| No. 2—Size 28x15x38, 150 bolts, No. 7 ribbon | 13 50   |
| No. 3—Size 28x20x38, 250 bolts, No. 7 ribbon | 18 50   |
| No. 4—Size 28x25x38, 325 bolts, No. 7 ribbon | 23 00   |
| No. 5—Size 28x31x38, 400 bolts, No. 7 ribbon | 26 00   |
| No. 6—Size 28x37x38, 475 bolts, No. 7 ribbon | 30 00   |
| No. 8—Size 28x47x43, 750 bolts, No. 7 ribbon | 42 00   |

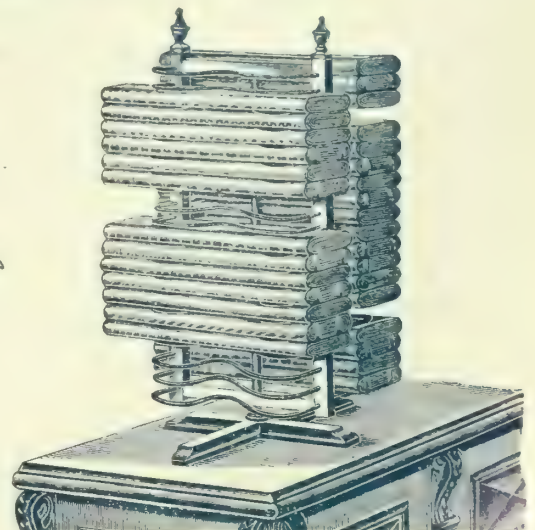
### PRACTICAL REVOLVING COUNTER AND FLOOR FIXTURE.

"Show me  
that  
bottom  
piece!"



KEEPS  
STOCK  
UP.

NO LIFTING  
OR TIPPING  
OVER.



Counter Fixture, revolving, Height 3 feet 6 inches \$ 6 00  
Counter Fixture, revolving, Height 6 feet \$ 12 00  
Counter Fixture for Vellings, (new and desirable) 6 00

SOLD BY JOBBERS ONLY.

Write for Catalogue of Practical Store Fixtures. . .

**A. N. RUSSELL & SONS,**  
Manufacturers, ILION, N.Y.



## DISCOVERY AND RISE OF "KHAKE."

Some Account of the Color and the Fabric.

THE story of khaki is one of the industrial romances of the century. It is worthy to rank with that of the Jacquard loom, the mercerising of cotton, or the invention of bleaching powder. The following brief account will serve to show that, as in other discoveries of far-reaching importance, energy and patience and skilled knowledge were brought into play before success was at length attained.

The use of an olive dye in connection with the clothing of the British troops in India dates back for many years. The tint was devised, in the first instance, by native dyers, who used for the purpose pigments which they were unable to fix, and also unable to prepare, in a uniform state. A traveler for a Manchester firm was one day taking a railway journey in Northern India, and found himself in the company of an Anglo-Indian military officer. The conversation drifted to cotton drill, and the regimental officer made the remark that the first Manchester man who succeeded in producing an absolutely fast khaki dye would make his fortune.

The remark made a deep impression on the traveler, who, upon returning home, set to work to study the reason why the olive and brown dyes hitherto used always washed out after a few applications of soda. He put himself into communication with a skilful dyer, and the two experts set themselves the task of discovering a method of fixing these dyes upon cotton yarns or fabrics. Many experiments were made, and at length an effective dye was obtained, but, unhappily, it yielded at once to the soap and soda test.

Instead of giving up in despair, the two inventors pursued their researches, and one day the dyer produced a piece of fabric which, upon being tested, was found to retain its color even under the severe application of a caustic alkali. He was requested to try again, and again he failed. Then the two colleagues put their heads together, and went over the conditions again very carefully, and they at length observed that, whether accidentally or not, the cloth in which the dye was fast had been dipped in a dish made of a certain metal, whereas all the unsuccessful experiments had been made with a dish of another metal. The invention was assured from that day, and fortune was the result.

The first deliveries of fast khaki were produced by means of mixtures of oxide of chromium and oxide of iron, which were carried into effect by mixing a solution of chrome alum and sulphate of iron, and, after being dipped into this, the cloth was passed through an alkaline solution, such as carbonate of ammonia or potash. Darker shades were obtained by redipping, and the darkest shades of all by drying the fabrics before passing them through the alkali. This process is now open to any dyer to employ, but improvements in it are the subject of a patent which is still in existence, and within the last 18 months a rival genius has patented an altogether different process, which is being used in the manufacture of goods already supplied to various Governments.

The so-called Government shade is that which has been adopted by the War Office, and it is now in general use at the seat of war in South Africa, while, last month, it was adopted by the New Zealand Government as well. The shade used in certain branches of the Indian army and other Asiatic States

is somewhat darker, and a ruddy tint which differs from both of them, is supplied for use in Egypt. There are many difficulties in the production of a uniform tint, as firms who have gone into the trade without previous experience are learning to their cost. During the present pressure, the Government factory in England has had to deal with deliveries in which the shade of khaki varied from light to dark in one and the same piece of cloth.

When khaki cotton is said to be fast dyed, the meaning is that no amount of washing, either in laundries at home, or by native dhobies upon the banks of running streams in India, will affect the color. The rapid test for arriving at this result consists in boiling the fabric for a prolonged period in a solution of caustic soda or a similar alkaline reagent. By means of peroxide of hydrogen it is also determined whether the color is fugitive under the prolonged action of sunshine and air. It is never pretended that the color is impervious to the attacks of acid, and, indeed, the now fashionable material is being introduced for ladies' dresses at home, in a form in which striped and spotted designs are produced upon the cloth in a printing machine by the action of an acid, which turns the parts affected to a whitish hue. It is for this reason that when khaki uniforms are worn for a length of time the wristbands and collars show lines of white, where the dye has been driven out by the contact of the acid perspiration from the skin. There is another fortune awaiting the inventor who produces a dye which is fast, not only to alkali, but also to acid.

Up to the present, less success has attended the attempt to impart a khaki shade to woollens. Not only is the dye less permanent, but the peculiarities of the woollen fibre make it difficult to produce any uniformity of tint. Half-a-dozen pieces of serge, dipped in the same vat, will give almost as many variations of color. For this reason troops, when clothed in serge, as the men now under arms in South Africa will presently be, as the southern Winter comes on, cannot present the smart appearance of a regiment wearing cotton drill.

### THE NEW "VICTOR" GARMENTS.

The Victor Manufacturing Co. is a new concern being formed in the city of Quebec to make ladies' cloaks, suits and skirts. The company is composed of two young business men of the ancient capital who have the best connections in the trade, and who start under excellent auspices. These gentlemen are Messrs. S. Richard and L. A. Moisan, and they have secured the best possible designer who has had a long New York experience. Ample capital has been provided to carry on the business in a successful way, and, as great progress has been made in men's ready-made garments in Canada, the new concern justly think that there is a good field for well-made garments for ladies. With this object they intend to seek trade in the whole Dominion and have secured experienced and successful travelers who have been well known to the trade for years. It is the intention of the company to put their registered trade mark of "Victor" on every garment as a proof of finish and excellence in every respect. Although The Victor Manufacturing Co. are a little late in putting their samples on the market this Spring, they will offer as compensation for this the fact that their designer has seen samples of the New York manufacturers (which are not shown, as the trade know, until June), and the very latest ideas in ladies' garments will be incorporated into the new line. A request is made that the trade will withhold orders so that they may have an opportunity of seeing the "Victor" garments.

# "Lawrus" Fabrics.

REGISTERED TRADE MARK NO. 176206.

These Dress Fabrics can Only be  
Supplied by ❖ ❖ ❖ ❖ ❖ ❖

LAW, RUSSELL & CO.  
BRADFORD.

66 & 67 Aldermanbury, LONDON, ENG.

The *new styles* are now in the hands of the travellers and should be *ordered early* to ensure delivery in time for the *Spring Trade*.

## KEEPING ALL STOCKS NEW.



This, at first thought, may not seem easily practicable. Goods will become shelf-worn, faded and off-color, despite every care

This is true, but there is a way out of the difficulty by having these goods dyed to the fashionable colors of the season or to some good staple color that is salable all the year round.

We have the best dye works we know of—always making improvements—adding new machinery—keeping right up-to-date. We use the very best dyes and we employ the most skilful men. The work is as near perfection as anyone can get.

Our methods of dyeing and cleaning and curling feathers and plumes give the completest satisfaction as hundreds of merchants in all parts of Canada can testify.

**R. PARKER & CO., DYERS AND FINISHERS Toronto.**

Head Office and Works, 787-791 Yonge St.



The  
**GAULT BROTHERS Co.**  
Limited  
MONTREAL.

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**Woollen Departments.**

In a few days our representatives will be out with a full range of Imported and Canadian Woollens for the Fall and Winter tailoring trade. We would call special attention to all our ranges of Beavers; they are **less** than the **makers'** prices to-day. We will hold these prices for the benefit of our customers until the end of May, so place your orders with us at once. We will not detain you with a long advertisement, but we want you to know that our travellers will have a great show of all kinds of **Ladies' Costume Cloths**, and **take notice, every pattern shown is confined to ourselves.** We have a great range of **Tailoring Goods**, both in **Cloths** and **Trimmings**, and in spite of the big advances in Woollens, we are giving our friends every consideration in point of price.

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MONTREAL, WINNIPEG, VANCOUVER.

Sole Agents in Canada for Fownes' Gloves.



The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

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CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, APRIL, 1900.

**WHEN WRITING ADVERTISERS
 PLEASE MENTION THAT YOU SAW
 THEIR ADVERTISEMENT IN THIS PAPER**

THE NEW TARIFF.

VIEWED, as we are bound to view it, entirely as a business proposition, the new tariff announced in Parliament by the Finance Minister possesses considerable interest for the dry goods trade. The increase in the preference for British goods from one-quarter to one third of the duty amounts, generally speaking, to a further drop of about 3 per cent. in the duties on imports from Great Britain.

Already, under the one quarter preference, the imports from Great Britain have increased a good deal. The further reduction will stimulate this growth of trade, and it would not be surprising if, a year hence, the volume of business between Canadian importers and British houses had not swelled to much larger proportions. As times are good in Canada, some of the increase of trade with Great Britain is probably due to

that fact. At the same time, the effect of the tariff preference has been felt.

The Canadian dry goods trade buy very largely in the British market, and the European competitors of the British manufacturers will now find themselves seriously handicapped in several lines in making Canadian sales. The British will correspondingly benefit.

The increased preference goes into force at a good time for the Canadian manufacturers who may be affected. The domestic mills are busy with home orders, and the market abroad is one of rising prices. This is especially true of Great Britain. The increased competition resulting after July 1 will not, therefore, be so serious a factor for the Canadian mills as if it came when the market was falling. Whether the lower duties could, in a depression of trade, be borne by our mills without disastrous results is a question that does not fortunately arise now. When such a condition does arise—as it may—that will be time enough to consider it. We commend very highly on this point the wise and moderate views of Mr. Andrew F. Gault, of Montreal, who speaks as one with large investments in Canadian manufacturing industries. Evidently, he hopes the best, which is, for the present, the most sagacious course for our manufacturers to take. Should they feel the pinch of the new tariff, however, it will be equally their duty to speak out plainly.

ENGLISH SILKS IN CANADA.

An important change in the silk trade with Canada is announced this month.

Messrs. H. L. Smythe & Co. have been appointed the agents in Canada for the well-known Lister silks, which have formerly been sold exclusively through London wholesale houses, but which will now be sold direct to the Canadian wholesale trade by Messrs. H. L. Smythe & Co.

It is expected that the trade in English silks with Canada will largely increase, as many persons not hitherto reached will now be waited on by the Canadian selling agents. The silks affected by the change include plain pongee, plain lameline, fancy stripe, fancy check, and broche.

NEW SELLING AGENT.

It will be somewhat of a surprise to the trade to learn that D. Morrice, Sons & Co. have resigned the selling agency of The Trent Valley Woollen Mills Co. This firm have held the agency ever since the mills were incorporated, about 20 years ago, but having sold out their interest in the mills (of which they were the largest shareholders), they relinquished the selling agency, as they represent only those companies in which they have an interest. We understand that the newly-appointed selling agent is Mr. Geo. H. Bishop. It is said that there are few men in the commission business who can cover the ground quicker than Mr. Bishop, and, as an originator of styles and new things for the mills, he has always held a position second to none. The new styles and ideas developed for the Hawthorne Mills were generally as good as were to be seen anywhere.

BRITISH COTTONS IN CANADA.

THOSE who profess to know the cotton market assert that the coming season is going to see a considerable increase in the imports of English cottons. It is well known that the high prices of American goods are interfering with the sales in Canada, and for some time past very few United States cottons have come in here. Now that the prices of Canadian cottons are mounting up so high, the expectation is that Canadian buyers will have a choice between British and Canadian goods.

It is asserted that Canadian buyers who have gone across the ocean intend to buy English cottons much more extensively than before—this will apply to flannelettes, saxonys, shirtings, printed wrapperettes and other lines. So marked is the tendency to buy imported goods, that one firm in Canada has imported a lot of German oxford shirtings. The advanced prices for Canadian cottons seem likely to diminish the retail sale of the very cheapest lines, as people, having to pay more, will probably go in for the better class of goods.

The above information was given to THE DRY GOODS REVIEW before the announcement made on March 23 by the Minister of Finance that the British preference would (after July 1 next) be increased from a quarter to a third of the duty. The increased preference will probably have the effect of accelerating still more the movement referred to.

As to what has already taken place, we have only the details of trade down to June 30, 1899. We have compiled a comparative table which will show the trade what increase took place in imports of British cottons up to that date. It is as follows :

COTTON IMPORTS FROM GREAT BRITAIN.

	1899.	1898
Duck, grey or white.....	\$ 1,696	\$ 720
Embroideries.....	29,496	32,680
Grey unbleached fabrics.....	18,437	15,482
White bleached fabrics.....	276,226	169,515
Printed or colored fabrics.....	2,247,683	1,731,139
Jeans, sateens, etc.....	3,164	1,773
Handkerchiefs.....	138,910	93,895
Cotton yarns (not dyed).....	19,573	2,482
Wadding, batting, etc.....	256	94
Cotton yarns (dyed).....	11,431	2,771
Warps.....	3,015	3,663
Warp on beams.....	106	173
Seamless bags.....	326	804
Sheets.....	829	219
Shirts.....	20,684	16,651
Thread on spools.....	180,543	277,039
Thread in hanks.....	253,062	204,577
Crochet cotton thread.....	1,067	3,700
Other cotton thread.....	2,114	1,882
Bed quilts.....	46,013	35,804
Clothing.....	137,188	114,583
Blouses and shirt waists.....	1,596	2,996
Damasks, etc.....	5,622	4,513
Cotton bags.....	3,697	2,547
Hosiery.....	19,551	15,413
Lampwicks.....	1,331	1,902
Shawls.....	740	1,302
Socks and stockings.....	30,718	24,686
Tape, not colored.....	13,341	7,070
Tape, colored.....	13,151	9,013
Towels.....	29,989	25,407
Undershirts and drawers.....	2,750	1,265
Scrims, piques, diapers, etc.....	130,972	100,399
Velvets and velveteens.....	190,504	198,934
Made-up cottons.....	11,670	10,411
Total.....	\$3,757,451	\$3,115,204

From this it will be seen that the total increase in purchases of British cottons exceeds \$600,000. The most remarkable increases are about \$500,000 in colored cottons, prints, etc., and \$100,000 in white and grey cottons. The increase recorded in clothing, scrims, piques, etc., is worth remarking.

CANADIAN GOODS.

Those who ask that Canadian fabrics and products shall get a fair chance in trade are not making an unreasonable demand. There is an undoubted tendency among some people to "cry down" a thing because it is Canadian. An instance of this occurred a few days ago, when a gentleman happened to examine a certain product in a large establishment, and remarked that it was very fine. Quite unconsciously, the clerk replied: "Yes, very good, indeed, for Canadian." The gentleman pointed out that this was pretty severe. The clerk was amazed, and had evidently never heard of any Canadian product being equal to the best in its class.

Not all the blame rests with the consumer and the merchant. They, as a rule, do not know. The manufacturer is to blame for not branding and pushing his goods. We do not know of any case where a brand of high quality in Canadian goods failed to succeed. If the manufacturer is making some lines that he is ashamed to acknowledge, that would account, to a considerable degree, for the low opinion entertained of Canadian products.

TEXTILES AND THE METRIC SYSTEM.

There will probably be conferences in connection with the Paris Exposition for more than one commercial purpose. For instance, an international congress will consider, some time during the Summer, the basis on which tariff duties are often estimated on cotton, woollens, and linen fabrics—namely, the count of threads in the fabric (number to the square inch, centimetre, etc.)

Foreign nations favor the metric system—the kilogram as unit of weight and the kilometre as unit of length. The British Empire retains its own system, and even in France the British system is in vogue for linen goods. The manufacturers of tulle in Calais and Saint Quentin, with a view to their English market, keep to the same method. In the woollen manufacture methods are still more diverse, according to the kind of weaving and the locality.

The commanding position of the English-speaking countries in textile and other manufactures gives them a governing voice in the systems of measures, weights, currency, etc., but there is undoubtedly a movement to approximate all these things to a common system for the advantage of trade.

OPPOSING A TURN-OVER TAX.

One of the ablest business documents recently issued is the report laid before the Toronto Board of Trade from the municipal taxation committee. It states the objections to a tax on the turn-over of a business in clear terms: That in limiting it to sums over \$50,000 it would be class legislation; that it would burden Toronto concerns, as compared with other places; that the Winnipeg plan of a personality tax, arrived at by a percentage on rental value of the premises occupied, is preferable. Everyone knows that the turn-over tax is supposed to be the best means of getting after the departmental stores. But if these stores are not paying their fair share of municipal charges there are better ways of making them do so than by discriminating against other and innocent persons.

EMPLOYES ON STRIKE.

STRIKES, instead of becoming less during the prosperity which we are enjoying, seem to be on the increase. There has been quite an epidemic lately, and the prevalence at this date of such a barbarous means of carrying on business between employer and employed does not speak particularly well for our advanced moral and commercial civilization.

The cotton and woollen mills seem to be emulating each other in this respect. Only last month *THE DRY GOODS REVIEW* had to record a strike in the mills of The Montreal Cotton Co. at Valleyfield, where the operators had gone out to obtain an increase of wages. Fortunately we were also able to state that an arrangement satisfactory to both parties had been arrived at, and that every department was again in operation. On top of this comes a strike in the woollen mills of The Cornwall Manufacturing Co. The trouble this time is principally among the weavers; and at the moment of writing no compromise had been made, nor was there apparently much hope of a settlement. The employees were not prepared to make any definite propositions, and, consequently, the authorities did not feel called upon to make any changes.

The demand was simply for more money; and the way that the management viewed the question was, in short, whether they or the employees were going to be masters. This is not at all such a rhetorical question as it appears on the face of it. For, on the other side of the line there are indications that the employer has become so hedged in by workmen's unions and labor laws, and one thing and another; watched at every turn by the walking superintendent of these organizations, that he has really begun to wonder whether, after all, he is running his own establishment, or is only a figurehead.

Each case must be considered by itself, and on its own merits; and no general law can be laid down to cover all cases; but it is safe to say that the right is not all on one side or the other. There is a bill before our own House of Parliament at the present time making it an indictable offence to employ a workman or laborer more than eight hours a day. It is doubtful whether Parliament has the power, or, at all events, whether it will use it, to effect such an enactment. There is always an objection to hard and fast-binding categorical schemes and constitutions. Things must gradually develop, and they refuse to be iron moulded to suit the requirements of any individual, or set of individuals. There are circumstances under which it is not only allowable, but advisable that the length of the day's work should not be

limited to the said number of hours; and it would be a curious law that would make it a crime to hire help for a longer period, if the good of both parties would thus not be injured. These questions are working toward solution, but not so fast as some people would like to see them doing.

BRITISH COLUMBIA BUSINESS MEN.

The deputation of business men, as such, to the Lieutenant-Governor of British Columbia was a proper proceeding. In fact, if business men would join together oftener for intervention in politics it would, as a general rule, be of good effect.

Merchants as a class are, we believe, weary of party politics. They see that, in the main, public affairs are manipulated for the benefit of the professional politicians. No man cares to leave his party, because individual action often subjects him to unpleasant criticism. But when he forms one of a class, all acting together, he can shake himself free of party feeling to a considerable extent. Therefore, all movements of business men tending to increase the influence of the commercial body in politics should be encouraged.

The two most important elements in this country are the merchants and the farmers—commerce and agriculture. They form a vast majority of the population. Do they wield most of the power? Not by any means. The lawyers and professional politicians—some of them unable to earn a dollar in any useful occupation—rule the roost.

When business men, as a class, have thoroughly grasped this fact, they will, we hope and believe, be readier to act together as a sort of curb or brake upon the wheel of party.

THE NEW TARIFF.

By the announcement of the Minister of Finance in Parliament March 23, the preference of 25 per cent. of the duty in favor of British goods is extended to 33½ per cent. after July 1, 1900. This practically brings into force a new tariff, and, as far as the textiles and dry goods trade is concerned, we give the principal items with the two duties to be levied after July 1—the rate on foreign goods, and the rate on British goods:

	Rate on Foreign Goods.	Rate on British Goods.		Rate on Foreign Goods.	Rate on British Goods.
	p. c.	p. c.		p. c.	p. c.
White and grey cotton	25	16	Worsted and other dress		
Colored cottons	35	23½	fabrics	25	16½
Linens	30	20	Socks and stockings	35	23½
Laces, curtains, embroideries,			Knitted goods	35	23½
etc.	35	23½	Shawls	30	20
Corsets	35	23½	Yarns, woollen and worsted..	30	20
White cotton embroideries ..	25	16	Woollen clothing, tweeds, etc.	35	23½
Collars and cuffs	35	23½	Blankets	35	23½
Shirts, blouses, and shirt-			Mats	35	23½
waists	35	23½	Carpets	35	23½
Black crapes	20	13½	Hemp or straw carpeting	25	16½
Silk velvets, and plush fabrics	30	20	Oilcloth	30	20
Silk manufactures	35	23½	Window shades	35	23½
Cotton thread in hanks	15	10	Umbrellas and parasols	35	22½
Cotton thread on spools	25	16½	Gloves and mitts	35	23½
Sewing silk and twist	25	16½	Hats, caps, and bonnets		20
Horse clothing of jute	30	20	Braces or suspenders		23½
Flax and hemp manufactures	25	16½	Fur manufactures	30	20
Cotton duck	22½	15	Fur skins	45	10

COTTON ADVANCES VS. READY-MADES.

PRICES are again away up. Within the last few days The Canadian Colored Cotton Co. and The Montreal Cotton Co. have each issued very decided advances. The new prices, as is shown in another column, mark an advance of anywhere up to 15 per cent. Unprecedented is no word for the state of the cotton and woollen markets. The trade has become sick and tired of reading about unprecedented advances. The sentences have been twisted and varied into every conceivable shape to state the same old chestnut in each issue of the trade papers all over the continent for the last twelvemonth, and still the good work goes on.

There was a general impression that prices had about reached their zenith, and that the Fall lists would remain practically unchanged. But no : they have leaped ahead once more. There is little that is new to be said in this connection, so far as the mills are concerned and the ordinary wholesale trade ; but a word with regard to the position of the manufacturers of ready-made goods may not be out of place.

To the retail trade throughout the country we would say that the manufacturer is certainly not the one who benefits by these rises in price. Many realize this ; but, on the other hand, the true inwardness of the situation does not invariably strike the country buyer. Take the case of shirts, for instance. The trade are accustomed to buy a certain line of shirt at \$1 per dozen. Everything has gone up in value—thread, buttons, labor, as well as raw material. For all of these the manufacturer has to pay. At the same time, under no consideration can he afford to change the price of that shirt to \$1.10. The retailers simply won't buy it. They want it ; but they want it at the old price, because they know that their customers in turn will refuse to pay more than they have been used to pay. Consequently, when the said brand is inquired for, the reply is, "Oh, he is not making these any more," and another article is offered which is "just the same quality," and which is at the \$1 price.

The manufacturer must run the risk of ruining the sale of his shirt, or else must lose the advantage of the high prices, must, indeed, sell at a disadvantage as compared with before. We say this in simple honesty and fairness to the manufacturer. For, on most of his lines, or many of them, he is unable to raise the price at all.

It must not be expected, however, that such a situation will hold good all around. The recent changes will, for example, make a difference of 50c. to \$1 a doz. on black satines, and on overalls the difference will probably be from 50c. to \$1.50. On the other hand, black denims are still at the original quotation. We quote an instance of the difficulty experienced in the manufacture of ready-made goods. A certain line of buttons was always used for a certain make of overalls. These ran short. They were up in price. The manufacturer sent to four different places, ordering quantities of the buttons, and could not get them. Finally he wrote to a personal friend of his own in the United States, one who is in the same line of business, asking him to please help him out by lending him 10

gross of the required buttons. He received in reply a letter regretting very much that it was quite impossible to procure them, and that he was not in a position to spare any himself. The result was that another style of button altogether had to be adopted.

This instance will serve to show how the manufacturer of ready-mades is situated. He is no fool ; he does not pretend that his wish is to give his goods away. But he is forced by circumstances to sell at a settled price in many or most of his lines ; and the trade ought to be willing to pay some slight advance on some ranges, without haggling and kicking over each separate item.

THE COTTON AND WOOL MARKET.

AS noted elsewhere, the different cotton companies have all issued advances lately on nearly every line of goods. As prophesied in our last issue, Egyptian yarns have succumbed to the inevitable, and taken a rise, and the present price of Egyptian yarn in England is bound to make another advance. Fine satines in Manchester are up from 3 to 3½c. per yard ; and there is a short crop of Egyptian cotton in sight for Summer. Woollens seem active enough, though there is no great stir being made. The situation in the United States is altogether more strained than in England, apparently. In quilting, for instance, the American sellers wanted 15 per cent. more than their English rivals. To-day it is actually the case that the price of linens and canvasses is 100 per cent. ahead of what it was at this time last year. Retailers are, however, buying better stuff. There is a tendency noticed in many quarters to lay in heavier stocks. Heavier weights of blankets are bought, and finer lines of cotton goods.

Letters from the Old Country reflect the state of things there. The following from one of the largest houses in London was received the other day by a correspondent in the dry goods commission business : "Quotations in all classes of cotton goods are kept firm no more than a few hours, alterations are so frequent, and the whole cry of the manufacturers here is that they cannot get delivery from spinners. There was never such a time of panic since the American Civil War. The writer's father has been in Manchester this week, and he has just returned having come away without placing any orders. A number of the mills are sold ahead until next October, and manufacturers and spinners are, alike, very independent. That the advance was never anticipated is evidenced by the fact that spinners and manufacturers are working from hand to mouth, and, not only so, but the prospects ahead are still of an upward tendency. It would be a source of gratification to have you here, but, as far as the purchase of yarn is concerned, we fear it would be of no avail."

Four days later they wrote as follows : "Cotton is up 3½d. since we wrote last week, and we learn that some of the mills have had to shut down their looms because they cannot get yarn from the spinners. As an Irishman put it the other day : 'We are so busy, we have got nothing to do.'"

Spinners are, in fact, so well engaged for a long time ahead for large quantities at the fullest prices, that they are unable to respond to the required deliveries. This is the first occasion on which the supply of yarns has reflected a situation like the present. Some weavers have had to resort to closing their mills for lack of yarns to fill the looms.

Your Greatest Desire is to . . Retain Your Customers

THEREFORE

Your aim should be to supply them with the best of everything.

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10^c. Pattern

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THE BEST PATTERN and
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Have you a Pattern Department in your store? If not, write to us and we will prove to you that a stock of our Patterns, displayed, advertised, and sold by OUR MODERN, IMPROVED METHODS, will INCREASE YOUR BUSINESS.

REMEMBER THIS!

Satisfied Customers Advertise your store by talking of Bargains bought there.
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The New Idea Pattern Co.

BUSINESS CHANGES IN THE TRADE.

DRY GOODS.

M FICKLER & CO., clothiers, etc., Fredericton, N. B., are about to commence the manufacture of shirt waists, skirts, etc.

Albert Faulkner has started as dry goods dealer in Ottawa.

A. Ross & Co. are opening a dry goods store in Vancouver.

W. Cowling & Co., dry goods dealers, Moncton, N.B., are advertising their business for sale.

Vanier & Lesage, dry goods dealers, Montreal, have dissolved.

The assets, etc., of L. J. A. Lambert, dry goods dealer, St. Jerome, Que., are to be sold.

The assets of Mrs. J. C. Lapointe, dry goods dealer, St. Jerome, Que., are to be sold on Tuesday, April 3.

Rahy Bros., dry goods merchants, Victoria, B.C., have dissolved. Abraham Rahy continues.

C. E. Masters, dry goods dealer, Nanaimo and Wellington, B.C., has sold his stock to C. E. Stevenson & Co., Nanaimo.

The stock of Langevin, Parent & Robin, dry goods dealers, Quebec, was sold on March 9, at 73c. on the dollar to I. A. Fortin.

The stock of Pelletier, Jolicoeur & Co., dry goods dealers, Quebec, has been sold at 53¼c. on the dollar to Fortin & Belanger.

MERCHANT TAILORS.

Duchesneau & Frere, merchant tailors, Knowlton, Que., have dissolved.

Blais & Frere have registered partnership as merchant tailors in Three Rivers, Que.

Evans & Co., tailors, Stratford, Ont., have retired from business.

A. C. Fess, tailor, Selkirk, Ont., is advertising his business for sale.

J. Bray, tailor, etc., Stouffville, Ont., is advertising his business for sale.

A. V. Donaldson, tailor, Gencoe, Ont., has sold out to James H. Hicks.

Reid & O'Hara, tailors, St. Catharines, Ont., have dissolved, and R. O. Reid continues.

B. Gidley, merchant tailor, London, Ont., has admitted his son into partnership. The firm's style is now B. Gidley & Son.

W. C. Smith & Co., merchant tailors, Halifax, have dissolved. P. Jones continues the business.

George E. McKay, dry goods merchant and tailor, Leamington, Ont., has admitted — Smith, under the style of McKay & Smith.

GENERAL STORES.

J. J. McLachlan, dry goods and shoe dealers, Lunenburg, N.S., has been succeeded by McLachlan & Son.

Howard A. Anderson has opened a dry goods store in Lunenburg, N.S.

Ava White is starting a general store in Oromocto, N.B.

R. Frank & Co. are opening a general store in Boissevain, Man.

Benjamin Willis has opened a general store in Brightside, Ont.

Thorburne Bros. have opened as general merchants in Sand Point, N.S.

D. & C. H. Mott are starting as general merchants in Waterborough, N.B.

Pierre Plouffe has opened a branch general store in Upper Thorne Centre, Que.

D. W. Anderson & Co. have opened a general store in Harrow, Ont.

MILLINERS.

Mary Middleton, milliner, Amherstburg, Ont., has sold out to Lewis Taylor.

Miss C. C. Leeson, milliner, Souris, Man., has sold out to Martha Myres.

Mrs. H. E. Fraser, milliner, Grand Manan, N.B., intends retiring.

N. Montgomery and M. A. Traynor, milliners, Port Arthur, Ont., have been burned out. Both are partially insured.

Mad. Moreau & Cie, milliners, Montreal, have dissolved. Delle Zelle Moreau has registered as proprietor.

Quinn & Rychard, milliners and fancy goods dealers, London, Ont., have dissolved, Isabella Quinn continuing.

AGENTS APPOINTED IN CANADA.



THE use of cuts in advertising is becoming an absolute necessity. The last few years have marked a great change in advertising methods. An advertisement to command attention, when a dozen others are clamoring for attention, must stand out bold and distinct from the rest. Nothing can make an ad. stand out better than a picture in it. The cuts cost little and can be used, not only in newspaper advertising, but in booklets, circulars, and all kinds of printed matter. One of the most progressive firms supplying these cuts is the Standard Electrotype Co., of Wilmington, Del., United States, who say that they are now sending electrotypes to all parts of the continent. They are liberal advertisers themselves, and have built up a fine Canadian business. In order to get shipments out promptly and to relieve their patrons from the annoyance of paying the duty, etc., they have established a distributing agency in Canada.

Their representatives are The Pugh Co., 67 Yonge street, Toronto, Ont., to whom all inquiries should be addressed. All orders are now filled and sent out from that point. As the duty is paid, and there being no trouble or extra cost, the price charged has been slightly advanced, being exactly 5c. each over the former price. This includes the prepayment of postage or the method of delivery, and the merchant now gets the electrotypes delivered to him at the price advertised in THE DRY GOODS REVIEW of this issue.

The 5c. extra on each cut, just about pays for the delivery and the duty, and further, as above stated, saves all annoyance and inconvenience on the part of the merchant ordering. We would advise you to write to The Pugh Co. for their descriptive circulars and proof sheets.

There is a story in the trade connected with that patriotic rug which has a bull dog seated on the flag, and the motto "What we have we hold." A merchant down east was burned out. He had just paid several notes to wholesale houses. After the fire, finding himself crippled, he wrote to one Toronto house, stating that other firms had consented to accept 75 per cent. on the notes recently paid, and had let him have back the balance. He, therefore, suggested that the wholesale firm in question remit him 25 per cent. of the amount sent them. All they did was to send him a rug. The hint was in the motto.

Another Contingent Wanted

In order to enable us to complete our enormous Lace and Embroidery orders, owing to the exceptional difficulty experienced this season in getting goods out of the manufacturers' hands, we have been unable to ship as promptly as we could wish, but large shipments now on the way to us will enable us shortly to complete the largest batch of Import Orders we have ever handled, and also to replenish our stock in all departments for the assorting trade.

.. FALL 1900 ..

We are now showing a full line of Jackets and Underwear for the Autumn and Winter trade of 1900

The Lace Warehouse
of Canada. ❀ ❀ ❀

KYLE, CHEESBROUGH & CO.

16 St. Helen St.

MONTREAL.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

I AM indebted to Messrs. McCurdy & Co., Sydney, N.S., for a batch of fairly good advertisements. The typographical display in all of these advertisements is very bad. But this no doubt is the fault, in part at least, of the printer. The cuts are mostly very poor. It seems to me that a firm of the financial resources of the McCurdys ought not to be satisfied with anything but the best in the way of cuts. It really doesn't cost much, these syndicate days, to get good cuts.

Some of the wording of these McCurdy advertisements is very commonplace. For example:

McCURDY & CO.

wish to thank their many friends for their liberal patronage during the past year, and trust by strict attention to the needs of their growing business to merit their confidence in 1900. We have still on hand a splendid range of Winter goods which we offer at 10 per cent. off in every line, so as to clear before entering our new store, April 1.

This is a little better :

JUST opened up a splendid supply of FANCY LINENS, in Table Covers, Piano Scarves, and many other useful articles in this line. Our new supply of Handkerchiefs, in Silk and Linen, convince us we lead in every line.

And this has quite a little "snap" about it :

Blankets.

Blanket business is booming at our store, more blankets sold this season than ever before. The reason is we sell only the good reliable qualities that carry comfort and satisfaction in every pair. These prices will prove our claim to be Blanket Headquarters in Sydney: Prices, 55c., \$1.35, 1.50, 1.65, 1.90, 2.00 and 3.60.

McCURDY & CO.

This "Great Bargain" is really quite good advertising :

Great Bargains

IN JACKETS.

We have a lot of last season's Jackets, which we will sell for **HALF PRICE.**

Ladies' Cloth Jackets, former price \$4.00 ; now \$1.90.

Ladies' Cloth Jackets, former price, \$5.00 ; now but \$2.50.

Ladies' Cloth Jackets, former price, \$6.00 ; to clear, \$2.75.

Ladies' Cloth Jackets, former price, \$9.00 ; closing at \$3.50.



Considerable portions of the McCurdy advertisements are devoted to talk about low prices and reduced figures and all that sort of thing, without any quotations. If prices have been marked down why not say what the old prices were and what the new prices are? "Silks that were \$1.25 at 89c." would be far more effective than to say "Great Reductions in Silk Prices."

McCurdy & Co. also give up too much space for the name of their firm. The name of a firm should always occupy a secondary place in store advertisements. The store is not for sale, and neither is the firm name. What is for sale is goods. Therefore bring out the goods (what you have for sale) prominently. If, instead of wanting to bring out goods prominently, you wish to feature some peculiar attraction possessed by your store bring that out prominently. If the advertisement writer has succeeded in really interesting a person in some goods, or some prices, or in some other attraction, he need not worry about the name of the store and the address not being seen even if they are in very small type. I don't see anything interesting about the words : McCurdy & Co.;

Wreyford & Co.

TORONTO.

Wholesale Men's Furnishers.

DOMINION AGENTS FOR . . .

Young & Rochester, LONDON,
ENG.

SHIRT AND NECKWEAR MANUFACTURERS.

PATRIOTIC NECKWEAR.—Khaki Silk with colours of the most famous British Regiments woven across. (15 Regimental Colours.)

FLOWING ENDS, - - - \$6.00 doz.

GRADUATED DERBYS, - - - \$4.00 doz.

OXFORDS, all round, 1 3/4 x 37, \$4.00 doz.

Also range very rich Flag Neckwear. Khaki ground or dark shades with woven Union Jack, Standard, Canadian, Irish and Scotch Flags and Prince of Wales' Plumes - - - - - \$7.50 doz.

ORDERS EXECUTED IN ROTATION.

SECOND DELIVERY, MAY 1st.

Cress & Co., London, Eng.

High-class Hat and Cap Manufacturers.

Silk, Felt and Straw. Ladies' Walking Hats.

Latest West End Shapes
and as now making for New York.

We Have Made a Superb Line of Parasols.

Buyers are especially invited to call and inspect our range at our show room,

20 Front Street West,
Toronto.

The Irving Umbrella Company, Limited.

BATTING...

Guaranteed free of Threads and other weak and lifeless stock

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. - Ask for.

North Star, Crescent
and Pearl Batting.



Design A.

DORCAS THIMBLES

(Horner's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

H. PEARCE

Temple
Building

MONTREAL.



Design K.

GOOD ADVERTISING—Continued.

but there is certainly something interesting about "Ladies' Cloth Jackets, former price, \$6, to clear, \$1.75."

* * *

A recent mail brought me two newspapers from far apart sections of Canada. Each of these papers contained a marked advertisement. One of the advertisements is quite a large one—a full page of a rather small-sized newspaper. J. Thompson & Bros., Havelock, Ont., are responsible for it. This advertisement is quite an ambitious attempt. The other advertisement referred to is the following, it is clipped from a Chilliwack, B.C., paper. I don't know whether or not the Messrs. Ashwell

are under a contract to use the space taken up by their announcement; if they are, it is the only excuse I can think of that would really excuse their using so much space and saying so little. If this advertisement were cut off over the line "white carrot" the Ashwell's would have saved about half the cost and have quite as effective an advertisement. If an advertiser quotes the prices of carrot, beet and turnip seeds, and, while enumerating the different varieties of clover seed he has for sale, studiously refrains from committing himself to any quotation for them, he gives me the impression that something is being

**When you buy here
You are Buying Right.**

**We want . . .
your seed Order.**

Fresh Field and Garden Seeds.
A Full Line in Bulk or Packet.

CLOVER SEEDS

**Mammoth Red
Red
White Dutch
and Alsike.**

**TIMOTHY
SEED.**

WHITE CARROT:

Steele Improved Short White, "The Original."
Per pound, 50c.; $\frac{1}{2}$ -pound, 30c.

DANISH SUGAR BEET:

Rennie Improved.
Per pound, 50c.; $\frac{1}{2}$ -pound, 30c.
5-pound lots, 45c. per pound.

SIMMER'S IMPROVED:

Per pound, 40c.;
5-pound lots, 35c. per pound.

TURNIPS:

Bangholm's Improved Purple Top Swede,
25c. per pound; 5-pound lots, \$1.00.

"JUMBO," (Steele Favorite Turnip):

$\frac{1}{4}$ -pound, 10c.; per pound 30c.;
5-pound lots, \$1.40.

We Recommend these as being the Standard Varieties.

We have other varieties of Seeds to select from.

Our stock is the largest we have ever carried.

Yours, anxious to please,

ASHWELL & SONS.

Ferry's, Steele's, Rennie's,
May's, Simmer's.

held back. If "timothy seed" is important enough to place in display capital letters in this advertisement it certainly is important enough to quote a price on.

Likewise, half the space in the Thompson advertisement could be saved. Owing to limitation of space, this advertisement cannot be reproduced in full here. This advertisement is headed, "Directory for Great Bargains," and yet prices are not given for even half the goods referred to. Take this jacket section of the advertisement as an example of advertising foolishness (No. 2.) Who will believe that prices are very "close," while the advertiser is obviously afraid to say what they are? This fur section, on the other hand, is all right, as is also this clothing section. But what earthly good, from an advertising standpoint, is this section devoted to "Staple Dry Goods,"? (No. 1.) These sections devoted to ordered clothing, boots, dress goods, crockery and gloves, are not worth

STAPLE DRY GOODS.

We realize the importance of this department, and have our shelves filled with good, honest values in Flannels, Shirts, Cottonades, Table Linens, Towelings, Flannelettes, Cottons, and, in fact, everything to make you comfortable in the Winter.

(No. 1.)

JACKETS.

Our present customers have advertised so well for us that we have to repeat several times.

We have about 40 to clear out at close prices.

(No. 2.)

FURS.

After a brisk Fall trade in Furs we have still \$1,000.00 worth in stock. We bought them to sell, not to keep.

Ladies' Black Astrachan Jackets, nice curl, fine Farmer's Satin lining at \$22.50. Ladies' Black Jackets, same as above, 32-in. long, satin lining, for \$30.00. Ladies' Black Bokaral Jackets, 26-in. long, satin lining, a very stylish coat at \$38.50. Same Jackets 30-in. long at \$40 and \$42.50. Ladies' Raccoon Jackets, satin lined, only best qualities at right prices.

Men's Fur Coats in Coon, Wallaby, Wombat and Russian Lamb. Men's Coon Coats at \$27.50, \$35.00, \$40.00, \$45.00 and \$47.50. In Wombat, Wallaby and Russian Lamb we handle only the Best Qualities, as we guarantee all fur coats sold by us.

(No. 3.)

MEN'S READY-MADE CLOTHING.

You cannot afford to wear sloppy clothing. It is a weakness of humanity to judge by appearances. Even a dog will bark at a tramp, while the well dressed may pass by unmolested. Do not ignore these facts, but buy one of our nobby suits and overcoats, and experience that pleasant sensation which every well-dressed man and woman enjoys.

For \$8.00 or \$10.00 we can fit you with a fashionable Single or Double-Breasted Blue or Black Serge Suit. At \$10.00 our Black Venetian Morning Suits are a real surprise for the money. Perhaps you want something in Tweed Suits, Frieze Ulsters, Pea Jackets or Full Cloth Pants. We have them at prices which our customers appreciate. Good Frieze Ulsters at \$4.00, \$5.00, \$7.75 and \$10. Good, heavy Tweed-lined

Pea Jackets at \$3.50, \$4.00 and \$5.00.

Heavy Full Cloth Pants for \$1.25.

Good Durable Tweed Suits from \$3 75 to \$14.00.

(No. 4.)

much more. Like the jacket part of the advertisement, they are calculated to arouse misgivings, (Nos. 3 and 4.)

If merchants will adopt the policy of using only such newspaper space as they are able to fill with something attractive enough to be really an attraction it would be a good thing. If

The Penman Manufacturing Co.
Limited

Manufacturers of

**KNITTED
GOODS**

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.



Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS :

D. Morrice, Sons & Co., Montreal and Toronto.

GOOD ADVERTISING—Continued.

an advertisement is supposed to be a "directory of bargains," by all means put "bargains" in it and give the prices of them. If the attractions are of another kind, well and good, but don't get things mixed.

In the page Thompson advertisement just referred to, I came across this advertising gem :

Autumn has come,
And now the breezes,
Whistle through the leafless treeses.
Now the boy with ragged trousers
Homeward drives his father's cowses.
Cold his hands and blue his nose is,
And, Bless my soul! how cold his toes is!

If his parents will only bring him to our store we can put him in a position to defy the weather with a Shorey Suit, Ulster, or Reefer.

SHOREY'S CLOTHING is Guaranteed in every stitch. Made to fit, not to order, which is the reason we keep it.

Of course, I don't know who brought this alleged clothing advertisement into existence. I assume, though, that Shorey, the wholesale clothier, sent it to Thompson with his compliments, and Thompson has thought it good enough to use. It would seem, from reading this production, that some boy, name unknown, and who, by the way, does not appear in the picture, is, or has been, suffering from the Autumn breeze till his hands, and nose, and toes are quite uncomfortably cold. Further on it develops that the remedy for this distressing complaint consists of a suit of Shorey clothing, or an ulster, or a reefer. Now, I have lived most of my time in Canada, and I know something about the climate, and I say, without any desire to libel the climatic peculiarities of the Dominion, that I would hate to have to try to keep warm on a cold Canadian day without anything on my head, and my hands, and my feet. Whoever is responsible for this advertisement ought to try over again.

* * *

I came across this unique advertisement of Mr. E. P. Cuffe's quite recently. After reading it I said to myself: What a pity that a man able to write such correct, vigorous, terse and snappy English should not know more about advertising! The two important things that seem to have escaped Mr. Cuffe's

Common Sense Jackets, Dress Goods, and Millinery.

These are our leading lines. We buy them right, keep them right, sell them right. The public appreciate us, patronize us, talk about us. At present, we cut the prices of many lines of Jackets and Dress Goods much below their regular values.

No trouble to show you goods, and your money will be refunded if you can buy goods cheaper elsewhere, quality considered.

ARCADE, E. P. CUFFE NORWOOD.

attention are: first, women don't care nearly so much about common sense jackets, dress goods and millinery, as they do about fashionable jackets, dress goods and millinery, and, secondly, people usually want to know what they are to pay for things they see advertised.

* * *

Now that the Winter goods have gone and the new Spring

merchandise, radiant with newness, style, color and every other possible beauty, have come, let us discuss ways and means of telling the people about them. The element of freshness, newness and novelty—an important advertising element—can be infected into the "store news," and with this the advertising pen takes on new life and the public ear caught with a new note. Millinery, silks, dress goods, women's and children's garments and, in fact, every line of goods that carries style about it can be talked about in a manner that January and February bargain sales are not susceptible to. By making your advertising interesting, Mr. Retailer, you can easily attract the attention of the public.

The best way to start the Spring advertising campaign is to place in your daily paper, if you have one, a general Spring goods advertisement. Follow this next day, or next week, as the case may be, with, say, a millinery opening advertisement. Millinery openings are usually also advertised by cards engraved in delicate script, which should, of course, be sent out several days before the opening. Sometimes it may prove desirable to have a private opening in the millinery department, say one or two days before the regular opening. Special invitations, by letter or otherwise, should be sent to such persons in your locality as you may wish to invite to the private opening. At a private opening there ought not to be much or any effort to sell goods. The women of the locality should be made to feel that it is a privilege to be invited to the private opening. Follow this up with some vigorous newspaper advertising, and you will have no occasion, if your stock of millinery is as good as it ought to be and your prices are reasonable, as they ought to be, to find fault with your millinery trade. What has just been said of millinery can also be said, for the most part, of capes, jackets, wraps and suits, which come every six months to fascinate the feminine population of your locality. Then follow the silks, satins, velvets, dress goods, ginghams, challies, and so on. All of these are brimful of suggestions to the advertising man who keeps his eyes open. The practical advertising man, who is in earnest in advertising his wares, can find many a useful suggestion in the pages of the trade journals devoted to his particular kind of merchandise.

MORE SPACE NEEDED.

The W. R. Brock Co., Limited, are making some changes in their Montreal warehouse. These are in the way of enlargement of space due to the demand for increased accommodation which has been growing of late. The first floor has been enlarged for a more extensive linen department. Above the third floor there has been opened out a full new flat, which will be devoted exclusively to the departments of hosiery, smallwares and men's furnishings. The underwear, which forms a very important item in itself, and of which a specialty is made, is shown in the hosiery department, while the linens, sheets, etc., are along with the men's furnishings. Messrs. Cote and Curle, two gentlemen who have been with the firm for a considerable length of time, will have charge of the hosiery and smallwares departments respectively.

Talking of khaki, there are as many ways of pronouncing the word as there are ways of spelling the same. An erroneous opinion exists, however, that khaki is a material, and not a color. Khaki may be cotton or woollen, or anything. Serges, drills, and so forth, are all made in khaki, and may be almost any shade. The khaki refers to a shade, and just as there are many shades of navy blue so there are of khaki.

M. MARKUS

Foreign Manufacturers' Agent
and

IMPORTER

OF

**Dry Goods, Smallwares,
and . . .
Tailors' Trimmings,
Silks, Velvets and Felts.**

GERMAN TEXTILE GOODS
a Specialty.

Stock carried of Trimmings for Clothiers,
Shirt, Mantle, Cap, Fur and Suspender
Manufacturers.

CORRESPONDENCE SOLICITED.

30 Hospital St., - Montreal.

Toronto Office: 67 YONGE ST.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

RIVALS THE LIGHT OF THE SUN.

Our Illuminated

Silent Salesman
TRADE MARK

SHOW CASE

will increase your sales 50 per cent.

Send for descriptive circular.

We make all kinds of modern
Show Cases for inside and outside
use.

We also make Metal Store Front
Sash.

John Phillips & Co.,

LIMITED

Established 1864

DETROIT, MICH. and
WINDSOR, ONT.

Address all communications to Detroit.

Illuminated Cases can be seen at

CANADIAN REFERENCES:

W. J. Dyas, Toronto, Ont.

Lane & Co., Halifax, N.S.

F. J. Miller, Walkerville, Ont.

Letendre & Arsenault, Montreal.

Chandler & Massey Co., Toronto, Ont.



Patented in United States and Canada (John Petz, Patentee).

ADVERTISING IN WESTERN CANADA will be . . .
CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

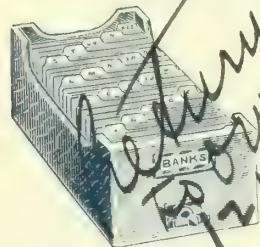
THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims
Tel. Main 1985.

ARCHBALD'S



Card System

\$2.25 net cash with order,
delivered to any place
in Ontario and Quebec.

Worth any number of pigeon holes or books. With it the busy business or professional man can collect in a small place all the information and loose details that are scattered throughout his office and desk. Each day is brought to his notice those matters which should have immediate attention. Consists of 400 Record Cards Ruled, 1 Alphabetical Index, 29 Blank Index Cards, 1 Handsome Polished Desk Drawer Tray, 9-in. long (add 10c. for each additional inch in length) made of quarter sawed oak. If not perfectly satisfactory you can have your money back. **Catalogue for the asking.**

The Canadian Typewriter Exchange

45 Adelaide St. East, - - - TORONTO

Mention this paper.

SILK FRINGE The Fashionable Dress Trimming.

Many Beautiful Designs. All Widths. Black, White, Colors.

ALSO

NOVELTIES

IN FRINGED ORNAMENTS FOR
SKIRT AND WAIST.

Tubular, Soutache and Fancy Braids.

Barrel Buttons, Cords, Dress Gimps.

—MANUFACTURED BY—

MOULTON & CO.,

12 ST. PETER ST.,
MONTREAL.

1900. . . . WINTER SAILINGS. . . . 1900.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between St. John, N.B., and Liverpool.
Calling at Halifax, N.S., and Moville, Ireland, each way.

From Liverpool.		From St. John.	From Halifax.
Sat. Mar. 17	LAKE SUPERIOR	Wed. Apl. 4	Thurs. Apl. 5
" " 24	YOLA	" " 11	" " 12
" " 31	LUSITANIA	" " 18	" " 9
" Apl. 7	LAKE HURON	" " 25	" " 26

And weekly thereafter from Montreal.

Rates of Passage.

First Cabin—Lake Ontario and Lake Superior, single, \$15 to \$50; return, \$85 to \$90; prepaid, \$45 to \$50. Montrose, Monterey and Montague, single, \$40; return, \$80; prepaid, \$40. Second Cabin—To or from Liverpool or London, \$32; round trip, \$60.80. Steerage—Outward from St. John or Halifax, \$24 (Liverpool, London or Londonderry); prepaid to Halifax or St. John, \$24. For further particulars as to passage or freight, apply to any Agent of the Company, or to

ELDER, DEMPSTER & CO., MONTREAL.

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors
in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.

Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

WARNING

TO THE DRY GOODS TRADE OF CANADA :

Patents having been issued to us by the Government at Ottawa completely covering every detail of our "Pulley" ideas applied to Belts, Collars, etc., we warn all infringers against the use of our ideas in any form whatever, having sold the exclusive right to manufacture and market the same for Canada to the

Canada Featherbone Co. of Toronto.

S. KOCH & SONS, 24 West 23d Street
NEW YORK.

Notice to the Canadian Trade.

Having purchased the exclusive Canadian rights from the inventors, S. Koch & Sons, of New York, to manufacture and market their Pulley Belts, Pulley Collars, etc., we beg to state that we are prepared to supply the Trade with these goods at prices as below specified, and that any infringers on our rights as owners of these patented privileges will be proceeded against at once by our attorneys, Messrs. REID & WOOD, of Toronto.

Toronto, April 2, 1900.

CANADA FEATHERBONE CO.

PRICES TO THE TRADE

No. 1 Grade Pulley Belts and Collars. High quality ribbon, black and colors. \$11.50 per dozen. \$132.00 per gross.	No. 2 Grade Pulley Belts and Collars. Made similarly to No. 1, in first-class ribbon, black and colors. \$9.00 per dozen. \$105.00 per gross.
No. 3 Grade Pulley Belt. The Great Popular Number; in excellent ribbon, black and colors. \$7.20 per dozen. \$84.00 per gross.	The Koch Pulley Belts and Collars are patented in Canada, United States, Great Britain, France and Germany.

The immense popularity of these goods in the States, selling as they are by the millions, will insure their ready sale in Canada, while the reputation of the CANADA FEATHERBONE CO. will be a guarantee of their quality and merit.

SELLING GOODS TO EMPLOYEES.

OPINIONS OF MERCHANTS.

THE discussion in last issue upon the question of the price at which goods should be sold to merchants is continued by two gentlemen, whose letters appear below :

FROM MR. STEWART, OF EXETER.

Editor DRY GOODS REVIEW :

SIR,—We notice your readers are having quite a discussion as to the percentage clerks should pay over and above cost for their goods.

Now, Mr. Editor, could you tell us just what a particular piece of goods costs us? No doubt you will answer: "Look up your invoice." Very good. We do so, and that tells just what the goods cost us in a certain warehouse when bought by us. But the question is what does it cost us when the clerk has it charged up on his bill? We think the cost to us is 10 to 12½ per cent. over and above the invoice price.

The custom with ourselves has always been to charge all employes 10 per cent. advance on invoice prices. This, we think, gives the clerks their goods as near actual cost as we can figure.

We notice some writers favor clerks paying regular retail price, while others say a discount of 10 or 15 per cent. off selling price would be about right. The whole thing simmers down to what is the custom in your particular store. When engaging a clerk it should be distinctly understood at what percentage or discount he shall get his goods, and all clerks should be treated in exactly the same way. Nothing will so quickly and surely break up that harmony and good fellowship which should exist between clerks, as for them to find that some of the older and more favored ones get their goods at special discounts.

And just a word more, Mr. Editor. Don't you think that all clerks should receive their wages every week? Surely the day for clerks being paid at the end of the year is fast passing away, but, sir, you would be surprised to find how many of the country and town merchants hug and cling to the old system of settling up once a year. "Antideluvian, worn-out idea!" What right has any merchant to the money that has been earned by his clerks? Pay the boys and girls every week and pay them every cent that is due them. They earn it; it's theirs, and they should have it. Just imagine, sir, a man who works in what is supposed to be an up to date store giving his butcher an order on his employer to pay for his meat bill. "Most humiliating you say." Nevertheless, it's just what a great many business men are doing to-day, and then Mr. Merchant wonders why his clerks don't take more of a personal interest in his business. It is a wonder, ain't it? Use the clerks well, it pays.

J. A. STEWART.

Exeter, Ont., March 26, 1900.

FROM MR. BRASHER, OF TILSONBURG.

Editor DRY GOODS REVIEW :

SIR,—Re discount to employes. It is a matter I have not considered very much.

It has been the custom for years in this section to allow clerks to have goods at cost with 10 per cent. added, and I have never disturbed the custom.

GEORGE BRASHER.

Tilsonburg, March 24, 1900.

THE PULLEY BELTS PATENTED IN CANADA.

THE trade will be interested in knowing that the famous "Pulley" belts and collars, which Messrs. S. Koch & Sons, of New York, have introduced with such marvellous success in the United States, are now protected by a very stiff patent. Mr. W. L. Beadnell, representing Messrs. Koch & Sons, has just visited Canada in connection with the enforcing of the patent for the belts and stock collars in this country, and has sold the exclusive right for manufacturing and marketing the same to the Canada Featherbone Co., who are well and favorably known to every dry goods firm in Canada.

On another page will be found Messrs. Koch & Sons' formal notice that the Canadian patent office at Ottawa has issued to them, under date of March 16th, 1900, the exclusive patent for these "Pulley" belts and collars, and the announcement is also made that any retailers, manufacturers or wholesalers who handle or sell any imitation of the Koch patent will be proceeded against under the law.

The development, popularity and sale of these articles in the United States have been simply phenomenal. It is interesting to note in this connection that Messrs. Koch & Sons, the inventors, have, as far back as two years ago, made similar belts. At that time the styles of garment were such as not to create any great demand for this form of belt. But with the advent of the new shaped corsets, the long-waisted fronts and short-waisted backs, a more pliable form of girdle than the usual stiff band belt was required. Consequently when the ribbon belt, with its improved featherbone stays, its boned back and pulley idea in front, was brought out in New York before Christmas it immediately caught on and is now going with amazing rapidity at all centres of trade. The inventors, finding themselves confronted with numerous imitations which were being turned out in inferior goods and marketed at a high price, without a single claim to warrant their existence, decided to secure the strictest registration for their patent, both in the States and Canada, in Great Britain and other countries.

This has now been done, and the notice to which reference has been made, addressed to the Canadian trade, is of considerable importance and should be kept in mind, as Mr. Beadnell and the Canada Featherbone Co. inform THE DRY GOODS REVIEW that the company have no intention of permitting their rights to be invaded in this country in any one particular.

NEW COTTON COMPANY.

W. D. Long, J. M. Young, Alfred Morgan, of Hamilton, and C. T. Grantham, of Yarmouth, N.S., are among those interested in the Imperial Cotton Company, which has a capital of \$750,000. The company proposes to establish a factory east of Hamilton and will manufacture cotton duck. About 500 hands will be employed. Power will be furnished by the Cataract Company, Hamilton.

GERMAN GOODS AND THE TARIFF.

Although the preferential tariff may be raised to 33⅓ per cent., the export of German textile goods is on the increase, and German manufacturers study this market now more than before, as they want to keep the trade they have, and therefore show always better goods more suitable for this market. This is exemplified by the immense range of German textile goods shown by the enterprising firm of M. Markus, 30 Hospital street, Montreal, who show one of the best selected ranges of German dress goods, silks, velvets, trimmings, and the latest novelties in dress and mantle buttons. The leading German manufacturers are represented by this firm.

KHAKI HOMESPUNS

VARIOUS
SHADES . . .



VARIOUS
QUALITIES

Active Service Color
OF
Canadian Contingents
IN . . .
South Africa.

NISBET & AULD

—Toronto.

THE
FORCES
BEHIND

M. SAXE & SONS

THEIR OWN TAILOR SHOPS!
ENORMOUS PURCHASING POWER!
ECONOMICAL CONDUCT OF
THEIR BUSINESS WHICH IS NOW
THE LARGEST OF ITS KIND
IN MONTREAL.



Scene on the London Woollen Exchange during the excitement of the last few



months which put prices up on all woollen goods. We bought before the rise.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are :

The Gault Brothers Co., Limited,

Montreal

John Macdonald & Co.,

Toronto



Clothing and Woollen Trade.

AN EXCEPTION : NOT THE RULE.

THE following item has appeared in two exchanges which try to follow more or less closely the dry goods trade in Canada : "A local tailor remarked the other day that in a certain line he has given the preference in purchasing to English goods because the double width cloth was in all six inches wider than the Canadian cloth of a similar grade. It was a mistake, he thought, of the Canadian manufacturers, who had to compete with the imported article, to make this difference in the width of the cloth. The prices of the two lines he was comparing were the same, but it was more advantageous for him to have the British make, and he had bought it, as it was more profitable to him in cutting suits. As the Canadian makers have in every other respect taken such pains to compete with the imported cloths and have been so successful in the matter of style, finish and the holding of colors, there is reason to believe the difficulty mentioned will be overcome."

This article was shown by THE REVIEW to a firm doing one of the best and biggest trades in woollens and clothing in Canada. When an opinion was asked, one of the partners answered :

"Well, it may have been true that this tailor found such a remarkable difference in width between Canadian and English goods. But, if it was the case, it was very exceptional.

"Cloths are made in all countries on the basis of 28 in., $\frac{3}{4}$ yd., and $1\frac{1}{2}$ yd. Goods made in Canada and the United States are, as a rule, made and sold for all classes on a basis of 54 in. This width is, I consider, the most practical, because the least wasteful. British goods are made for various markets, having many standards of width, hence they come here in all widths. The table you see there has nothing but English goods. Hardly any two are quite the same width, and between the shortest and the longest there must be four inches difference. Our buyers are careful, so you will find that all of these come up to the 54-in. standard. The trade will almost always find that British, Canadian and United States goods will be always up to the widths for which they are bought. But cloths from continental Europe will generally be found, instead of coming up to the widths of Canadian cloths, to be from 2 in. to 4 in. narrower than the basis on which Canadian materials are made."

The Canadian manufacturer has no reason to worry over the number of orders that are lost to him because of the narrow width of his product. The demand for Canadian goods this season is greater than ever before, and must in every way be satisfactory to the home manufacturer. And he has, to a

very great extent, himself to thank for this, for, though the loyalty of the jobbers, particularly in Toronto, has done much to give Canadian goods the prestige they now enjoy, the way in which these goods have been turned out up to the highest standard in every respect, including both width and finish—has been the chief factor in causing them to be held in the high esteem in which they are held. To-day it is a well-known fact that Canadian-made woollens, both for men's and women's wear, are quite equal to those made in any other part of the world. In fact, in homespuns for men's business suits, as well as for ladies' wear, Canadian goods lead the world, and are to day being sold on their merits in London, where they get in free of duty, and in New York, Philadelphia and Boston, where they have to bear a duty of nearly 100 per cent.

Saxe & Sons, Montreal, wish to say that their travelers are now on the road with Fall samples ; and they state that they will be enabled to quote old prices, as they placed contracts for many of their goods before the rise in the woollen market took entire effect. Special values are shown in all-wool, heavy tweed suits in dark patterns, at \$5. Also in beaver overcoats, French-faced, one-half satin linings.

J. Rosenbloom & Co., proprietors of the Star Clothing Hall, Sherbrooke, have leased the store adjoining their present location. The two stores will be connected by an archway, and the new store will be filled with a new and complete stock of boots and shoes, giving additional space in their present stand for clothing, of which they will carry a still larger stock. The firm will have one of the most complete clothing stores east of Montreal.

The Palace Clothing Store, of New Glasgow, N.S., which has been conducted by J. Fisher Grant & Sons, has been closed. This firm have decided to open a branch store in Sydney, C.B., and have secured one of the most desirable locations in that growing town, where they will carry on the men's furnishing business on a large scale. Messrs. John and Harry Grant, sons of the head of the firm, will conduct the Sydney store.

McMillan & Torrie, of Orangeville, Ont., have been making extensive alterations and improvements. The premises have been greatly enlarged. The interior walls have been freshly painted and the arrangement of the goods greatly altered. The secret of the success with which this firm is

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty

Tailor-Made Skirts and
Jackets

Men's Negligee Shirts

Top Shirts

Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

Our Specialties Spring, 1900

MEN'S BLACK AND BLUE

Worsted Suits

and.....

Whipcord Overcoats

~ SPECIAL VALUES ~



THE **G. A. THORPE** MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

TORONTO

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

. . . **TRIMMINGS**

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

John Fisher, Son & Co.

Cor. Victoria Square and St. James Street

MONTREAL.



**Woollens and
Tailors'
Trimmings**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

20th CENTURY

CLOTHING SPECIALISTS

Goods sold on a cash basis save you at least 20 per cent. on the same grade of goods. Trade demanding better goods all the time. We are right in it on fine Tailor-Made Goods. Nothing but the best linings and trimmings.

EVERYTHING A MAN WEARS.

*Measured Suits to order "our specialty."
Right up-to-date.*

A. S. CAMPBELL & CO.
MONTREAL.

CLOTHING AND WOOLLEN TRADE.—Continued.

meeting seems to lie in the fact that they are first-class tailors as well as dealers in ready-mades. Nothing but the best goods in any grade, whether dear or cheap, find a place on their counters.

Travelers from the wholesale woollen firms will go out with a full line of Fall samples some time this month.

A New York fashion writer, speaking of men's clothing: "There is nothing new to be said of morning coats. The three-button cutaway continues in favor, but, of course, with the approach of warmer weather, will be less in evidence as a business coat. Cheviots and lambswool are the popular materials in black goods, while, in the brown and olive shades, herringbone and other fancy weaves of worsted are fashionable for Spring wear.

"Although still regarded by the "well-dressed man" as an extreme of fashion, the very short sack coat has the call now, and is destined to be seen frequently in Summer business suits. The coats are also cut with quite a full front. Grey and olive worsteds are favorite materials—as they were during the Winter in heavier weights. For Summer wear, flannels will be used to a very great extent. Grey promises to be the fashionable color of Summer. Waistcoats for sack coats may be either single or double.

In Spring overcoats, the Raglan fad is quite noticeable. With the thinner goods that this season demands, it cannot be said that the Raglan sets very gracefully upon the average man's shoulders, but, in the matter of comfort, it seems to be eminently satisfactory. For wearing over a dress suit, the skeleton grey Raglan is, to a certain extent, superseding the Inverness cape. The Raglan, in this respect, serves its highest purpose, for it never was a street coat.

"The dressiest light overcoats for street wear remain those of black lambswool cut in sack style and faced to the edge with silk or satin. Covert coats are unchanged—that is to say, they are quite short and have straight, full backs. They may be made with or without lower pockets.

"Golfing garments will show a distinct change in the increased popularity of flannel trousers, rolled up, of course, at the bottom. They have been found quite as practicable as knickerbockers on the links, while they are certainly dressier off the links when golf is not the sole feature of one's day. In cycling and other outdoor suits, nothing startlingly new is announced in New York."

REOPENING AT ST. THOMAS.

The Robertson, Lindsay Co. reopened their new store in St. Thomas on March 24. The whole building is modern throughout, and thoroughly up-to-date. Twenty-five feet on the east side have been separated from the main store and converted into a ready-made clothing store, which will be conducted under the firm name of Lindsay & Oke, the partners being Thomas Lindsay and William Oke. In the centre of the dry goods store are three runs of shelving, which will be used for the hosiery, gloves, smallwares, corsets, underwear, ribbons, dress trimmings and men's furnishings. On the west side is the staples department, and, on the east side, dress goods. At the south end of the building are the millinery showrooms, mantle department, offices, workrooms, parcel rooms, etc. The upstairs will be used for carpets and house-furnishings. A large archway connects the ready-made clothing store with the "big store." Miss Wilson, who has been with Pratt & Co., Hamilton, for several years past, will have charge of the millinery.

MESSRS. PATON & CO.'S IMPROVEMENTS.

THE firm of James Paton & Co., Charlottetown, have recently completed some extensive changes in their establishment. It will interest the trade to know in detail the changes which this successful firm have introduced in accordance with modern notions of convenience and taste. By removing the private offices farther to the rear the middle of the store was made light by giving two more windows. A centre stairway was removed to one side, and the main elevator also moved to the rear. Moveable tables replace lengthy ones. The millinery and mantle department is finely lighted at the back. Near it the firm are fitting up a room in which a new department, ladies' ready-made dresses and skirts, will be shown.

A new hardwood floor has been handsomely laid in blocks and doubly varnished. The old heating coils previously in use have given place to a new circular apparatus surrounding the pillars in the store. The electric lights are suspended from the pillars instead of from the ceiling as before.

The old system of displaying goods upon wires from end to end of the store has been abandoned, and the modern method of display by means of brass rods suspended by tiny chains from the ceiling has been adopted. These rods are about five feet in length and being arranged diagonally along the sides of the store the different goods thereon are readily and distinctly seen.

The counters have been remodelled, varnished and rendered adjustable, greatly to the convenience of the staff, while the ceiling and cornices have all been finished in white. Messrs. Paton & Co. are to be congratulated on the success of their operations.

The Victoria Colonist denies rumors that the northern trade is falling off and that the Coast cities are feeling it in decline of business. The rush to Dawson City may not keep up, unless fresh discoveries of importance are made, but the Atlin district, and especially the reports from the Big Salmon River indicate a better year than ever in trade with the north.

A British manufacturer, who never did business in Canada before, but who has been encouraged to begin under the new tariff, has written as follows to his representatives here: "I am pleased to hear that you are satisfied with our business transactions so far, and can only reciprocate the feeling. The results obtained up to now have far exceeded my expectations. I had no idea that, considering the small population, the business would be so important."

Some very handsome goods in renaissance lace collars and ties, as well as a number of other lace lines, are being shown just now. The trade in these goods seems to be exceedingly brisk. It is astonishing to hear the prices which, in city trade especially, are being paid by people for such articles as lace ties, mats, counterpanes, and similar goods. The Battenberg work in different styles is all the go. Looking over some of these new goods, which Mr. R. H. Cosbie, Manchester buildings, Toronto, is now showing the trade, some beautiful lace ties, black and white, with and without fringe; a line of French vals, renaissance trimming, used for millinery and dress purposes; all-overs, in a great number of designs, veils, etc., are to be found. In curtains, also, Mr. Cosbie showed samples of Nottingham, French, Belgian, and Swiss goods, including the new applique, Marie Antoinette, and renaissance effects.

The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

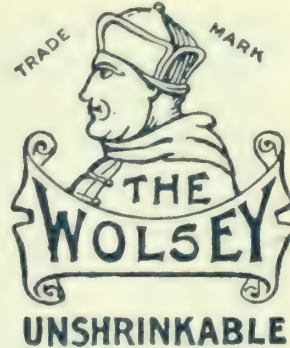
"Tiger Brand"

of Underwear, in plain and fleeced effects.

EIDERDOWN SPECIALTIES

and SHOE LININGS.

The Wolsey Unshrinkable Underclothing



Registered in Canada

TO BE OBTAINED FROM ALL THE
LEADING WHOLESALE HOUSES.

THE FINEST QUALITY LAUNDRY

REPAIRS, REWEAVING, ETC., 100, DUNDAS ST. W., TORONTO.

DEAR SIR,
We have washed one of the vests called "Wolsey," whilst the other was kept to prove the shrinkage of the washed article. We have washed and re-washed the article many times, and there is no appreciable difference in the size when compared with the unwashed article. It was put into the boiling water, and into water which contained soda, and in every way treated very badly, but it has now come out, after all these trials, exactly the same size as that which has never been in water.

Yours truly,

THE NEW BURLINGTON TROY LAUNDRY CO.,
J. E. Hunt, Secretary.

GARMENTS
BEARING
THE
"WOLSEY"
TRADE MARK

Will not shrink.

Will not thicken nor felt.

Will retain their softness and elasticity.

Will not irritate, nor have they undergone any treatment rendering them injurious to the skin.

Wolsey Garments are English made.

Wolsey Garments are All-Wool and thoroughly hygienic.

Fall, 1900.

Canadian Woollens and

General Dry Goods

See



Fleecy Lined Shirts and Pants. Fleecy Lined Top Shirts.
Knitted Shirts. Flannel Shirts. Cloth Shirts.

Our



Cardigans. Pull-overs. Jerseys. Socks. Over-socks.
Hosiery. Mitts. Fingerings. Yarns, etc.

Travellers'



White Blankets. Colored Point Blankets. Rugs.
Grey Blankets. Horse Covers. Horse Blanketing.

Samples



Beavers. Meltons. Serges. Suitings. Pantings.
Dress Goods. Flannels. Druggets. Etoffes. Friezes.

Sample Rooms
Temple Building,
MONTREAL.

P. Garneau, Fils & Cie.

QUEBEC.

Sample Rooms
Sandford Block,
WINNIPEG.

HARRIS & COMPANY, Limited

ROCKWOOD, ONT.

Established
1867.



Incorporated
1899.

Woolen Goods from Pure Wool

Our Samples for Fall Season, 1900, are in the hands of our Sole Agents, MESSRS. E. J. DIGNUM & CO., 27 MELINDA ST., TORONTO, whose travellers are now out.

Never before have we shown so complete a range of shades, colorings and effects in plain and fancy Homespun Suitings and Costume Cloths, also 30-oz. and 36-oz. Overcoating Friezes and Yarns. The latter are a Specialty, made in two, three and four ply, carefully put up in six-pound Spindles of 24 skeins each.

We invite the closest inspection of the Trade to our Woolen goods, and would respectfully ask the buyers that our samples be seen and prices quoted before placing orders for the coming Fall Season.

"Glovine"

THE MODERN CLEANSER.

Do you know what it does?



CLEANS GLOVES!

of all kinds.

Put up in 16 oz. bottles, and on sale by all leading dry goods stores.

Canadian Agent,

FRED. W. WINTER,
33 Melinda St., TORONTO.

MANUFACTURED BY

THE GLOVINE MFG. CO.
WILKESBARRE, PA

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East,
TORONTO.

JOS. W. WEY,
6 Bastion Square,
VICTORIA, B.C.

The ...

"Beaver Brand" Macintosh

This is what our customers say: "Never had Macintoshes that gave such satisfaction as the 'Beaver Brand'."

HAVE YOU TRIED THEM YET?

If not, begin the new century with Macintoshes that will give the greatest satisfaction to you as well as to your customers

**THE BEST AND CHEAPEST MADE
OR SOLD IN CANADA.**

You can get them until May 1st at the present prices.
Write us if our traveller does not call on you.



The Beaver Rubber Clothing Co.

1490 Notre Dame St., MONTREAL.



"RAGLAN."

"Tiger Brand" Clothing



As we say to the individual in our big retailing department, we say to the trade through the wholesale department—"the label is your guarantee."

We believe "Tiger Brand" Clothing is the best clothing being produced in Canada to-day—in every way—style and quality. What we believe, the trade is proving—and perhaps the best evidence of it is the fact that in a twelvemonth we've well nigh doubled the output.

Yes, Sir! it pays to have the high quality to sell, and the sooner you admit it for yourself—well, the better for your trade—splendid assortment of most everything you could need for men and boys—all the year round—come to market or write.

E. BOISSEAU & CO.,

Temperance
and
Yonge,

TORONTO

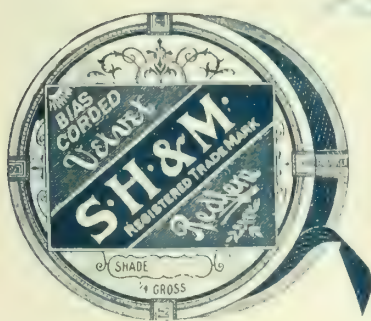
THE TRADE MARK

“S·H· & M·”

stamped on the back of Bias Velveteen Skirt Binding, signifies that it is the best Skirt Binding that it is possible to produce; that it is made by a firm engaged exclusively in the manufacture of Skirt Bindings, from material **woven expressly for the purpose, evenly cut and smoothly joined.**

How much easier and more profitable to handle Bindings thus made, than to bother with cutting off pieces for Bindings from Velveteen made for millinery or trimming purposes.

WE CARRY THE FOLLOWING IN STOCK AT OUR TORONTO WAREHOUSE



S.H. & M. REDFERN Bias Corded
Velvet, 1 $\frac{3}{4}$ -in. wide.

S.H. & M. BELLE Plain Velveteen
1 $\frac{3}{4}$ -in. wide.



The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H. & M. Skirt Bindings

24 Front Street West, TORONTO, ONT.

MANCHESTER, ENG.

A HAPPY EVENT.

Presentation and Dinner to Mr. F. C. Skelton by the
Employees of Skelton Bros. & Co.

It was indeed a very happy gathering that assembled at the Queen's Hotel, Montreal, on Thursday evening, the 22nd Feb., to celebrate the opening of the handsome new factory recently erected by Skelton Bros. & Co., the well-known shirt and collar manufacturers, on the corner of Duke and William streets. The employees of the firm decided to mark the event by tendering to their respected head, Mr. F. Chas. Skelton, a presentation and a dinner, which took place as above mentioned.

The dinner was served in the usual first-class style of the Queen's Hotel and reflected great credit on the cuisine of that deservedly popular establishment.

The chair was taken at 8.30 p.m. by Mr. W. A. Brown, the manager of the firm, and on his right sat the guest of the evening. The vice-chair was ably filled by Mr. W. G. C. Lanskill, the firm's cashier, and a very large number of the employees gathered round the festive board.

After ample justice had been done to the good things provided to refresh the inner man, the chairman proposed the time honored toast of "The Queen," which was loyally drunk and the National Anthem sung.

Letters and telegrams were read from two of the firm's leading and most popular travelers—Mr. Jos. O'Hara and Mr. J. J. Doran—the former who represents the firm in Western Ontario, and the latter in Manitoba and British Columbia, expressing regret at their unavoidable absence and best wishes for a happy evening and great success to the new factory.

Mr. Brown then rose and read a beautifully illuminated address to Mr. Skelton, signed by the employees, congratulating him on his success in the past and hoping for increased success in the future, and expressing the hope that for many years to come he would continue to direct the important work in which he had been so long engaged. He then presented him with three very handsome chairs for his private office. Miss Wheeler presented a basket of beautiful roses to Mrs. Skelton.

The chairman then called upon Mr. Walter Radford to propose the toast of "The Firm," which that gentleman did in a neat speech, calling attention to the long and honorable career of the oldest shirt and collar house in Canada, and urging each and every employee in his various station to do his work honestly and well, thus insuring increased success to the firm they all esteemed so highly.

Mr. Skelton replied as follows :

"Mr. Chairman, Ladies and Gentlemen,—I do not know how I can express the deep emotion I feel and the sense of gratification at the manner in which you have proposed the toast of the firm, and the dinner arranged for my entertainment. I thank you for the valuable and handsome furniture you have bestowed upon me for my office, for the illuminated address and for this beautiful gift of flowers which I am to take to Mrs. Skelton. But, beyond the value which I place on these things, valuable and beautiful in themselves as they are, I appreciate far more highly the kindly feelings which they are intended to express, and I only regret that Mrs. Skelton is not

able to be present to-night to share your hospitality along with me. She has recently suffered deep bereavement, and I know you will understand this is a sufficient reason why she cannot attend this brilliant function.

"Now, I will not attempt to make a speech to you. I am not accustomed to expressing myself in this way, and I do not think you will expect very much from me in that way. The art of speechifying is only to be cultivated, like all other things, by definite thought followed by frequent practice. It is not one of my accomplishments, and the gift of tongues does not seem to have fallen upon me, but I would like to tell you in a plain, simple way how much I appreciate your kindness towards me and the pleasure it gives me to see expressed what I have always known to exist, the sense of comradeship among the employees. It is a very proud moment in my life to be here to-night receiving this testimony of your regard, although in my heart I do not feel really I am worthy of it. However, if you think differently, I accept it in the same spirit, and take more pleasure from it than perhaps you can conceive. On this occasion, when we are just entering a large, new factory, filled with new machinery and very many modern appliances, I would like to pause for one moment and go back in retrospect a little over a quarter of a century to the time when our business was started; for you know it is beyond the quarter century mark since we first began to make shirts, and, during all that period, the constant effort has been towards advancement and improvement, and that we have to-day a large and prosperous business in our hands, is due to that one idea predominating all connected with this business, each striving towards progress and improvement. That this concern is in existence to-day is not originally due to thought of mine, but rather to that of my brother, Mr. Leslie Skelton, who has not, however, been for many years in any way connected with the firm owing to the condition of his health. But in the early days of this concern, during the dangers and difficulties of establishment, among the rocks and shoals of a pioneer path, it was his hand that guided and his wisdom that directed the affairs of the firm. Of late years the direction has devolved upon me, and I would like to say now that whatever measure of success has attended this firm of late years I attribute largely to the energy, diligence and wise counsel of the friends I see around me to-night and other members of the staff, who, although not actually present at the moment, are represented by you.

"The manner in which our move from the old to the present factory has been carried out is an immediate instance of this which must be present to the minds of us all. It has been a hard and trying task, taxing the courage and endurance of all connected with the business, and that we have got the work done so well, so quickly and so thoroughly justifies me in saying to-night that the staff who operate this large factory are the equal of anything on the continent of America. Before work was stopped in the old factory and prior to the moving of a single machine, everything was carefully planned and thought out to its conclusion. It was arranged by whom each machine should be moved as well as how and when. It was carefully set down what the exact location of each machine should be in the new factory. Hands were detailed to have all moved from the old, and others to receive everything as it arrived at the new. By this system each one knew his duty down to the youngest junior, so, when the "great trek" began, everything having been carefully committed to paper and each day's work decided upon in advance, no unnecessary delay occurred and each one knew what he ought to do. I think Mr. Brown, to whom we all owe so much during this rather

SPRING TIME - IS A GOOD TIME TO BUY - PRETTY COLORS

The M. & K. Mfg. Co's Goods

Carried by the leading Jobbers in Canada from the Maritime Provinces
to the Pacific Coast.

Morse & Kaley's Silcoton

Morse & Kaley's Silcoton Embroidery

Morse & Kaley's Turkey-Red Embroidery

Morse & Kaley's Knitting Cotton

Victoria Crochet Thread, etc., etc.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street

MONTREAL

Fall 1900

WAIT FOR LATEST CORRECT NEW YORK STYLES.
WAIT FOR LATEST CORRECT NEW YORK STYLES.

The Victor Manufacturing Co'y

Manufacturers
of

LADIES' CLOAKS,
SUITS, SKIRTS, Etc.



Quebec, Que.

WAIT FOR LATEST CORRECT NEW YORK STYLES.
WAIT FOR LATEST CORRECT NEW YORK STYLES.

A HAPPY EVENT—Continued.

difficult time, and all the other heads of departments planned the work accurately and well; the result proves that. But everyone will perceive in a moment that without the energy and esprit de corps that existed among the general staff all this forethought would have been worth nothing. A large contractor, who visited me last Monday morning and walked through the factory, expressed himself as being greatly surprised to see the machinery running again complete within the week. He told me he had seen a good many firms move their machinery, and had assisted himself in the moving of some, but he had never seen a large plant moved as this one had been, so quickly and without any subsequent alterations necessary, for, as you know, in our case the original plan was adhered to in respect to even the smallest and most unimportant machines."

"Mr. Radford, who proposed the toast to which I have now the pleasure and honor of replying, says that he finds others here to-night, some who have been longer in the employ of the firm than he has. Well, that is true, but I do not feel towards Mr. Radford as though he were not one of the old staff. When his duties in life were apart from ours, and when his path lay elsewhere, it was my pleasure and privilege to know him personally for very many years, I don't exactly remember how long, but I do know it is over 20 years. During all that long period he has been a good business man, of sound judgment, always willing to help a friend where he could, and his reputation in this city singles him out as a man of high integrity. As a traveler, he has carried our flag to victory in the Atlantic Provinces, and the future seems to point to a plentiful success awaiting him there.

"This firm owes a great deal to its travelers. They are the men who meet our customers face to face in daily conversation, and as the traveler represents the firm, so the firm must appear to the customers. I believe the factory operators will find that our travelers, who are men of sterling worth as well as of sound business judgment, will continue to provide orders that will keep the machines busily running during the full 12 months of the year. I can only tell the travelers that, with the increased power of our plant, and that with the new machines we have added, they are going to find it a difficult task to sell more stuff than we will be able to manufacture. In the old factory, it is true, they did get a little ahead of us at times, but I think a cure has been found for that. We have in our factory, in the warehouse, and other departments of the business, people who have been working for the firm well-nigh since its inception. There are not only one or two isolated instances of this, but I have in mind quite a number of old employes who understand this business. Any skill or knowledge that is known to the trade they know, and they make it their business to find out everything new as quickly as it transpires. Now, if the travelers think they can keep ahead of this plant and this staff of hands, they can go out and have a try at it. One thing they will assuredly find, that the amount of our output will be amazingly increased from what we have been doing, the plant having been, as you know, very much added to in all departments. I might mention casually that if the steam pipes, which have been put into the building during the past 10 days, to say nothing of what was put in during construction, were strung together in a straight line, they would reach from where we sit to the top of the mountain and back again.

"I would like to say one word of encouragement to the juniors in this business before I sit down. It is necessary that new life should be constantly infused into the business. These young people are working well for the business and I hope the

growth and increase of the business will continue in the same proportion as during the past few years. If it does there will be new departments that will require managers. There will be new branches added to the industry which will require men and women to direct them, and naturally we must look to the younger people around the business to fill these posts. Let me say to them all that it is by careful attention to what may seem comparatively small things that they will best fit themselves for their future work. Large and important matters are recognized as such by everybody and rarely neglected, but it is by the little things of daily life our characters are most trained. I am glad to know that amongst our staff it is clearly recognized by, I think, everybody that the large and important matters almost take care of themselves. They cannot be missed. But it is in smaller affairs in which the skill to direct and the power to manage can be best acquired."

Mr. Lanskill proposed "The Travelers," which was very ably responded to by Mr. C. Harold Skelton, the youngest traveler of the firm. The toast of "The Office" was proposed by Mr. Brown and replied to by Mr. Lanskill.

Mr. F. H. O'Brien, the popular city traveler of the firm, in a very happy speech proposed "The Warehouse and Factory," to which Mr. Brown responded.

Mr. J. E. Fradd proposed the ever-popular toast of "The Ladies," closing a very neat speech with the unanswerable question—what could we do without them? Mr. Arthur Skelton replied most acceptably on behalf of the ladies.

During the evening Miss Wheeler recited "Our Royal Canadians"; Mr. Fred Richan sang "Sweetheart Sue" and "Bid me Love"; Mr. J. J. Masterson, "There'll be a hot time in the Transvaal to-night"; Mr. Ranshansar, "Friends."

"God Save the Queen" and "Auld Lang Syne" brought a very happy evening to a close and it was long after midnight when the jolly party broke up.

WOOL FROM MANY SHEEP.

A wool sorter is a factory hand who stands all day at a table on which great, soft masses of wool are piled, sifting out the dirt and waste from this, and sorting the good wool that remains. In a single fleece (or shearing from one sheep) there are 32 grades of wool. These fleeces do not come to the sorter whole, but piecemeal, jumbled together in great bags. He recognizes their several grades as a pianist recognizes the keys of his instrument. A good sorter can also tell at a glance the nationality of his wool, whether it be Chinese, Egyptian, Persian, Alaskan, etc., while in the case of Western, American, or Territory wool he can even hit on the Territory it came from, being guided by the texture of the staple and by its color, which corresponds with the color of the soil on which the sheep has grazed.

A few statistics in regard to the new building to be erected by John Wanamaker, in Philadelphia, may give some idea of the massive proportions contemplated for the structure. It is decided that the building shall be 10 storeys in height and cover the space now occupied by the old store. As first proposed it will be erected in quarterly sections, six months being required for the furnishing of the iron and beams of one section, or two years for the entire framework alone. The new store will eclipse all the other lofty structures that have so far clustered around the new city hall, in Philadelphia, and leave nothing but the tower of that building visible to those viewing it from a distance.

A critical examination of our goods is what we ask

THE Northway GARMENT

Have you noticed how natty, neat and attractive the tailor-made suits look—especially this season's goods? To all appearance nearly every one of them look as though they had been specially fitted—that is the advantage we offer you in the Northway Garment. It has all the appearance in fit, finish and style of a personally fitted garment. Our system of measurement and making enables us to do it. In fact, the majority of those stylish-looking suits are the Northway. The price controls only the material—the care necessary to make even the lesser priced goods have a stylish appearance is always insisted upon.



If you cannot wait for our travellers, who are now on the road, write us.

John Northway & Son

Limited

32
Wellington
Street
West,

TORONTO.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

W. A. BAKER 43 St. Sacramento Street

Manufacturers' Agent,

MONTREAL

Representing: KRAMERSON, W. & Co., Bradford, England, Indians and accessories, Tinsmiths & Irons, Germany, JAMES HENSLER, COLLINGS & Co., Philadelphia, U.S.A., manufacturers of brass trimmings, France and up to date goods, STANLEY, BRIDGES & Co., Bradford, England, carriage clothes, machines, etc.

R. FLAWS & SON, Melinda St. Toronto.

Dry Goods Commission Agents.

Representing: WILKINSON, SONS & Co., Philadelphia, Pa., Print, Dressing, Diapers, CARPENT & WARNER, Limited, Longborough, England, Hosiery and Underwear, D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 300, 40 King St. W., Toronto. Representing: S. H. Johnson, Canada, Fancy and Staple Linens, Foot Hats, Dress Trimmings, Corsets, etc.

The following

is a partial list of the Goods we manufacture:

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immers on system.)

The Simplex Acetylene Generator.

(the best and cheapest machine made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply both Light and Heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.

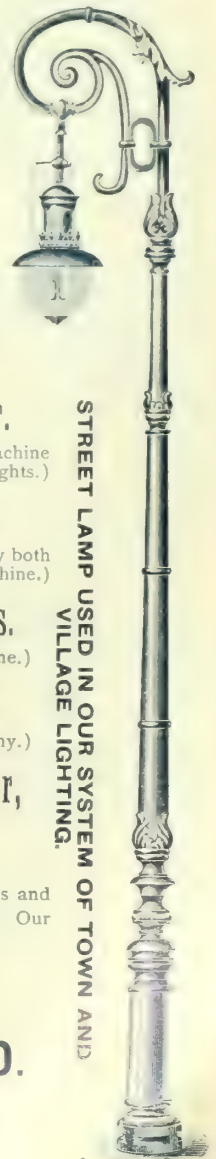
We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

THE ACETYLENE MANUFACTURING CO.

LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



STREET LAMP USED IN OUR SYSTEM OF TOWN AND VILLAGE LIGHTING.

CANADIAN COTTONS ADVANCING.

ON March 19, the Canadian Colored Cotton Company issued to the trade their revised price list for Fall goods. As will be seen by the following table, there is not the slightest tendency to an abatement of the advances. Every single item shows a rise, this, in some cases, amounting to nearly 20 per cent. There is, of course, a possibility of further changes before June, and it is not likely that orders would be taken just now at these prices:

APPROXIMATE ADVANCES

Awnings	15	per cent.	Ginghams	7½	per cent.
Cottonades	5	to 10	Dress Goods	10	"
Tuckings	7½	to 10	Eiderdowns	9	"
Shirtings	5	to 7½	Napped Sheetings	"	"
Flannellettes	"	12½	Silence Cloth	"	"
Shakers	5	to 10	Denims	10	"
Saxony's	5	to 10	Blankets	10	"
Domets	"	4	Yarns, Warps, etc.	5	to 18

ACTUAL ADVANCES SINCE DECEMBER.

It is instructive to compare the above with the price list issued in December last. By making this comparison it is found that between December 1 and April 1 the advances in the 19 lines in the list have been as follows:

Awnings	c.	1	per yd.	Ginghams	c.	1	per yd.
Cottonades	½	to 1½	"	Apron Ginghams	¼	to 1¼	per yd.
Tuckings	¾	to 1½	"	Eiderdowns	1	"	"
Shirtings	1	to ½	"	Napped Sheetings	1	"	"
Gaiters	1	to ½	"	Silence Cloth	2½	"	"
Oxfords	¼	to ½	"	Denims	½	to 1½	"
Flannellettes	½	to 1	"	Blankets	2½	to 15	per pr.
Shakers	¼	to ½	"	Yarns	1½	to 2½	per yd.
Saxony's	½	to 1	"	Warps	2	to 2½	"
Domets	1	to ½	"				

The Dominion Cotton Company advanced grey cotton March 24 from 5 to 10 per cent., making 20 to 40 per cent. all around in the past four months. White cottons were advanced 10 per cent., carpet warps 5 per cent., sheetings 7½ per cent., pillow cottons 5 per cent., ducks 5 per cent., drills 5 per cent., bleached piques, ½ to 1c., quilts, 2½ to 7c., towels, 5c. per dozen, towelling, ¼ to ½c., canton flannels 5 per cent.; bags unchanged.

The Montreal Cotton Company advances, recorded March 21, are: Sateens, silklines, italians, 1 to 2c. per yd.; cashmere, 1c.; muslin, 1c.; costume twills, 1 to 1½c.; shirtings, 1 to 2c.; turkey reds, ¼ to ½c.; jeans, ¾ to 1c.

The St. John mills of Wm. Parks & Son, Limited, have advanced prices to the same basis as the other mills.

CHANGES IN MAGOG PRINT LIST.

In last issue we gave the new price list for Fall, 1900, of Mago prints. This is now superseded by the following, issued March 20:

Salsburys	c.	8	Ladas Tweed	c.	12
N. F. Fancy Costumes	9	"	Heavy Moles	16	"
N. B. Fall Suitings	9	"	Extra Heavy Moles	20	"
Fancy Wrapperettes	11	"	Twill Cretonne	7½	"
Reversible Wrapperettes	11	"	Ottoman Cretonne, 30-in	9½	"
Costume Twills	10	"	Oatmeal	11	"
Coat Lining	11½	"	S. C. Indigo	8½	"
T. K. Napped Skirting	11	"	N. H. Indigo	10½	"
S. K.	12½	"	D. C.	10½	"
Moreen Skirting	10½	"	G. C.	12½	"
X. X. K.	10½	"	H. H. H. Prints	9	"
Heavy Twill	11½	"	H. H. H. Anilines	10	"
Napped Sateens (Aniline and Indigo)			12½c.		

SLEEVE LININGS.

No. 11	12	"
No. 22	12½	"
No. 33	12	"
No. 44	12½	"

OVERCOAT SLEEVE LININGS.

No. 22 X.	10	net
No. 22 Embossed	11½	"
No. O. C.	12	"
No. O. C. Embossed	13½	"

THE NEW YORK MARKET.

The New York Dry Goods Record of March 24 says: "That the market was not an active one for any classes of goods had the support of an abundance of facts, the greatest

one of all being the inability of the mills and commission merchants being unable to respond to the quantities and deliveries asked for by purchasers of every description of cotton goods. As remarked in this column the latter part of January, that of many cotton goods there would be an actual famine by the time the ides of March were here, becomes more realized every succeeding day, as purchasers find it impossible to have new engagements accepted for reasonably near deliveries. And that fact is more annoying than all others complained of.

"It is a condition they have never before experienced, and some purchasers are loth to believe the mills are so oversold, yet it can be vouched for by those in closest touch with the selling agents. With such a very nominal, if any, supply of stocks to draw upon, it is heartless nonsense to regard the market as otherwise than exceptionally strong. A similar feeling was abroad in December, when stocks were fuller and the mills were not so sold ahead, and the price of cotton less than 8c.; hence, those who figure on any other change in values, except higher ones, will find themselves most egregiously mistaken.

"As a whole, the merchandise situation is in as healthful a condition as could be wished for, which conclusion is supported by the readiness of the majority of purchasers having placed such very full engagements for Autumn so far in advance of requirements, and such purchases included full quantities by those that are regarded as constitutional growlers, and by some of them for the Spring season of 1901. Such advance purchases are not in keeping with their views of the market for seasonable goods, because not procurable through the output of the mills being so oversold. The market for cotton goods closes with more tone apparent."

As another evidence of the strength of the Canadian market, the following circular to the trade by Messrs. Wm. Parks & Son, Limited, cotton manufacturers, St. John, N.B., will serve:

"DEAR SIRS,—In consequence of the advancing cost of nearly all the materials entering into the manufacture of our goods, we beg to notify our customers as follows: All goods made by us are subject to an advance in price at any time without notice. In case of an advance in prices, any orders which have not been accepted and acknowledged by us, with prices and quantities specified, will not be recognized by us as entitled to be filled at the old prices."

C. Kirkpatrick, ladies' furnishing store, Parrsboro', N. S., writes: "Enclosed please find four dollars, covering my subscription to THE DRY GOODS REVIEW for 1899 and 1900. I find THE REVIEW a great help."

In our January issue it was stated that Mr. L. N. Rosenthal, of The National Rubber Co., had previously been one of the partners in The Beaver Rubber Clothing Co., of which Mr. E. L. Rosenthal, his brother, is proprietor. This was incorrect we are informed, as Mr. E. L. Rosenthal has always been sole proprietor. Mr. L. N. Rosenthal, however, worked for his brother in The Beaver Rubber Clothing Co.

The dry goods houses in Montreal, most of them, had teams in the Dry Goods Hockey League during the Winter. The championship match was played at the Victoria Rink between the employes of The W. R. Brock Co., Limited, and Gault Bros., Limited. Mr. Hugh Baird refereed the match, which was won by The W. R. Brock Co. Limited's team by 10 goals to two.

INSOLVENT NOTICE.

In the Matter of... **JOHN AITKEN & CO., Montreal**

The subscriber has received instructions from the curator to sell by public auction, absolutely without reserve, at the store of the insolvents, 1757 Notre Dame street, Montreal, on

THURSDAY, 5th APRIL,
AT 11 O'CLOCK A.M.,

The following assets of the above estate, in two lots:

Lot No. 1. The stock in trade in store 1757 Notre Dame street consisting of a fine assortment of Haberdashery, Hosiery, Underwear, Blouses, Silks, Flannels, etc.

Amounting, as per inventory, to.	\$12,381 89
Stock in hand	649 49

Total	\$13,031 38
-------------	-------------

Lot No. 2. Furniture and Fixtures, Show Cases, etc. 2 452 15

TERMS CASH. Purchaser to deposit 10 per cent. on adjudication. Stock and inventory can be seen and all information obtained on application to the Curator, MR. A. ANGUS, between the hours of 10 a.m. and 12.30, and 2 p.m. and 5 o'clock each day on the premises.

WALTER M. KEARNS, Auctioneer.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, partners to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms: \$5 per hundred clippings; \$40 per thousand, payable in advance, but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion: the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade,
MONTREAL.

26 Front St. West,
TORONTO.

"Maritime" Wrappers

NEW STYLES
NEW FABRICS
NEW SHADES
NEW TRIMMINGS

Made and designed in the best style
for **Sorting Trade.**

THE ...

Maritime Wrapper Co.

Limited

Ontario Agent
J. H. PARKHILL
46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.

Down Wool or Cotton COMFORTERS New Goods

VERY ATTRACTIVE.

PRICES RIGHT.

White and Fancy
Covered Cushions,
Cosies, etc.



SWAN BRAND

Special Fancy
Ticking
Bed Pillows.

LETTER ORDERS PROMPTLY ATTENDED TO.

ASK FOR PRICE LISTS.

Our goods are to be found from the Atlantic to Pacific. Be sure and see our samples.
This year they will surpass everything shown heretofore.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

Genuine . . Celluloid

*Collars, Cuffs and
Shirt Bosoms*

All Fine, Fresh Stock.

GENUINE GOODS are

stamped with our TRADE
Trade Mark.



The Miller Bros. Co., Limited
30 DOWD STREET, MONTREAL

Toronto Agent :

G. B. FRASER, 3 Wellington St. East.

We are head-
quarters for
the now popular

KHAKI SERGE

Oxford Mfg. Co., LIMITED
OXFORD, N.S.
NISBET & AULD, TORONTO AGENTS.



The R. J. Smith Co., of Ottawa

LIMITED

268 Sparks Street,

OTTAWA, ONT.

WHOLESALE MANUFACTURERS

: : : OF : : :

**Men's and Boys' Clothing,
Smocks and Overalls,
Top Shirts and Drawers.**

Cutting, Making, and Trimming merchants' own cloth a specialty.

SEND FOR PRICE LIST.



Men's Furnishings.

THE demand for colored shirts keeps on the increase. THE DRY GOODS REVIEW noted the probable large demand for this line of goods last month, and we can only reiterate and intensify the statements then made. Many of the stores in our chief cities have, within the past week or two, given over their windows entirely to the display

of shirts and shirting material for Spring wear. Evidences of this have not been wanting. There is, as a matter of fact, an annually recurring request for colored shirts. Young men, especially, want something more or less flashy, when the first fine weather permits of going without overcoat and scarf. Houses in Montreal have been preparing for a big trade in this department, and word from the other side of the water confirms them in the belief that this year will see an unprecedented demand for all lines of colored shirting goods. All the manufacturers in England and New York are crowded with orders.

Linen collars are going to be worn higher than ever, so comes the report from England as well as New York, $2\frac{3}{4}$ and 3 inches in the new styles of stand-ups, meeting close at the front, and high turn-over for the warm weather.

Flannel coats and trousers promise well for Summer. Pretty greys with delicate stripes will be largely worn both here and in England. The flannels make a comfortable lounging suit, and have the advantage of absorbing the perspiration better than the ducks, which have been so popular for the past year or two.

A Furnisher's Trip Abroad.

Mr. J. J. Hannan, the well-known Montreal men's furnisher, has lately returned from the Old Country, where he has been laying in a supply of all the newest styles in neckwear and men's furnishings in general for the Spring and Summer seasons. Mr. Hannan was in London at the relief of Ladysmith—that

long suffering and much-abused town—and he says it is absolutely impossible for us to conceive of the rollicking and entirely unbounded patriotism of the Londoners. To say that all business was suspended is to make a statement very much short of the mark. The sober-minded Englishmen shouted and halloed, walked in processions, and did themselves proud in every way they could devise. The Exchange was closed, and the city went wild with joy. Up till midnight the streets were jammed with people, and there were so many who had come into town to see the sights and join in the festivities that there was not railway accommodation to carry them away again. All traffic in the city was at a standstill throughout the whole day and evening.

Mr. Hannan says that undoubtedly the trade will be very much affected by the fashions resultant from the present war in Africa. In neckties the patriotic colors, as they are called, are almost wholly predominant. Red, white and blue in every conceivable combination are seen in all the windows; and what is more, they are worn not only by the man in the street, but by the gentry as well. Nobody is too good for the colors he wears these days, and my lord does not consider that it is beneath him to don colors that might otherwise appear a trifle loud for one so strictly proper. Besides, even these colors are worked into some very taking effects in the quieter lines. Khakis are, of course, very popular. Khaki graduates and derbies are already seen here in some of our shop windows, and no doubt they will come more into vogue after the spring months. The same indications are true for ladies' wear. The fair sex are not to be a whit less patriotic than their brothers and fathers; and patriotic colors and designs will play a prominent part in their wardrobes for some time to come.

There is another side, however, to the fortune of war, and many are the homes in Britain, as well as in Canada, left desolate by the ravages of the fire-breathing monster. Mourning will be very general in England, and already a good deal of black is being worn. Perhaps the most widely predominant shade will be in the black and white. The West End houses are making quite a specialty in this line. The shapes are mostly in the large flowing end to be made up oneself, Oxford ties, with a small quantity of graduates. Puffs and bows, as we have indicated before, are things of the past, and will not be worn to any extent this Spring.

Easter Trade.

While in the general mind the principal articles of commerce that are intimately associated with Easter are eggs and bonnets, it is yet true that this season means as much to the men's furnishers as to either the milliner or the egg dealer. The same breezes and rain and sunshine which cause the fashionable or would-be fashionable maiden to substitute for the heavier, quieter-toned Winter hat a lighter and more gaily bedecked creation, also causes the average youth of the land to make a more or less complete change in his habiliments. There is reason, too, for anticipating an unusually good Easter business this year. A late

MEN'S FURNISHINGS—Continued.

Spring has deferred buying materially, but the change from Winter to Spring is likely to be the more pronounced when it does come. Easter is later than usual, too, so in all probability the atmospheric conditions will unite with the custom of years to induce young men to lay aside their Winter clothing and enjoy Eastertide in apparel lighter in weight as well as in color.

The fashionable young man considers it a duty to make an almost complete change in dress at Easter. There are many young men who are not so particular, but, when the change in weather conditions makes it imperative that they shall put off their Winter coat and scarf, they find it advisable to procure not only new clothing, but new neckwear, linen, etc.

It would be well, therefore, to start at once to set customers thinking of their Easter needs. I should consider it a good move on the part of a merchant doing a strictly men's furnishing business to devote all his newspaper advertising and window display space to talking up Easter and Spring goods for the next couple of weeks. The windows in the large cities are just now full of these goods. In the stores where ready-to-wear clothing is sold Spring suits are attracting most attention. Custom tailors, too, are nearly all talking Spring suits, pants or coats. In the strictly furnishing stores the colors and materials are all decidedly Springlike. While a few houses are clearing out heavy underwear, the majority are devoting their attention to light-weights. The shirts and shirtings shown are nearly all colored, showing an almost equal proportion of stiff front and negligee garments. The favorite collars seem to be the straight high and high-band turn-down. In ties, the puffs and Ascots seem to be generally giving way to flowing ends and four in-hands. There is even a greater degree of brightness and variety of coloring than has been looked for this Spring, for the scarlet, khaki, red, white, blue and green, all of which have been made unusually popular by the war, combine in themselves large possibilities in the way of color effects. Several dealers are ready for the demand that April showers will be sure to create for umbrellas and waterproofs, and are making these a part of their displays.

Goods Seen in Dealers' Windows.

"The coat for showery Spring days," for gentlemen or ladies; rain proof; best English covert cloth; first-class cut. These are very fashionable and a large sale is

predicted for them.

Black socks with natural wool feet, Hermsdorf dye, 25c. per pair.

Pyjama suits: the best antidote for that tired feeling.

High-band, turn-down collars; the popular collar for Spring, 1900; 3 for 50c.

Four-in-hands and flowing end ties; purple ground with heraldic designs, 50c.

Bicycle hose, brown and blue, with the Union Jack or the Stars and Stripes at the knee.

A novelty in Fedora hats, the "Yoemanry," khaki in color, and with a khaki band striped with red.

"The newest creation of fashion's dictation," a silk four-in-hand in scarlet with under striping of white.

New shirtings: exclusive styles and patterns for Spring 1900.

"A gentleman's cravat," flowings ends with black ground and bright horizontal striping.

Japonette handkerchiefs, fine, 19c. a piece.

Fine worsted socks, 28c.

Heavy worsted socks, 38c.

Boys' colored shirts, short bosom, 75c.

Leather-lined Scotch caps, 25c.

Spring neckwear in all the patriotic colors, khaki graduates and flowing ends, Transvaal colors, 25c.

Patriotic Neckties.

The intense patriotism with which the entire British Empire has been electrified, and which has surprised the world, is beginning to show its effect in the styles and colorings of wearing apparel for both men and women.

For example, during the past war excitement in London, every man wore something to show his patriotic feeling. This outlet was usually in the form of a patriotic necktie, khaki color, or red white and blue.

The khaki idea has already struck New York. There they wear it on the principle of turning up the bottom of their trousers when it rains in London. Americans would scoff at the idea of following London and wearing khaki ties, so they call it drab and are happy — "a distinction without a difference."

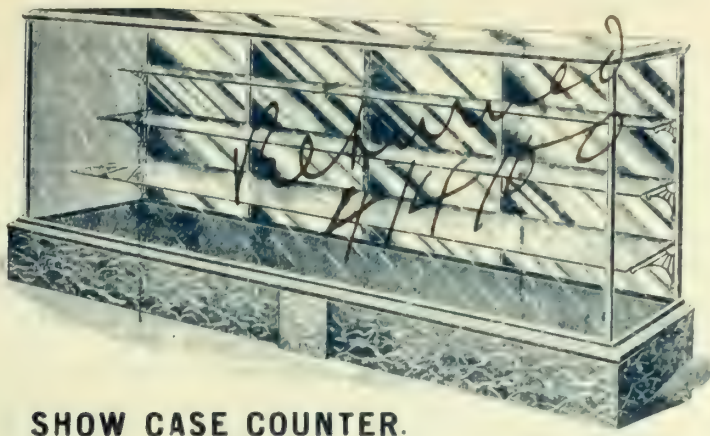
Here, in Canada, with our own boys distinguishing themselves at the front, we feel at liberty to revel in patriotism, and neckties seem to be the safety valve.

A beautiful display of these goods can now be seen at the up-to-date men's furnishers; leading them all we see the Union Jack in derby and flowing ends in combination with plain cords of all colors, or in combination with the popular and new patterns in baratheas stripes; also the Union Jack in a bat-wing bow, the Jack covering the entire front of the bow, then come red white and blue in all possible combinations; after that comes khaki, at present king of colors in the British Empire. The popular idea here is for the khaki to be in the most conspicuous place in the tie when tied, namely the knot head, whether in four-in-hand or flowing end, and the correct thing for the balance of the tie is baratheas stripe, thus allowing a man to exercise his individual taste, whether purple, navy, royal or light color suitable for Easter.

The rage has struck us, and no doubt the result will be an enormous sale.

English Patriotic Neckwear.

The public are undoubtedly "up to their neck" in patriotism. The well-known firm of Young & Rochester, London, England, introduced flag ties last season, and they had an extensive sale, but, being practically small Union Jacks, Standards, etc., were only suitable for holiday wear. This season, their representatives, Wreyford & Co., of Toronto, are showing some very artistic designs in patriotic neckwear, that are being bought in large quantities for general wear by gentlemen and ladies. One range is of khaki-colored silk with the colors across of the famous British regiments now on active service: The Gordons, Inniskillings, Dublin Fusiliers, Naval Brigade, etc., 15 different regiments. Another range comes also in khaki and rich, dark-colored ground, with woven flags of Great Britain, Canadian coat of arms, Prince of Wales' plumes on ends. To meet the convenience of the trade, Wreyford & Co.



SHOW CASE COUNTER.

Display Fixtures.

Wax Figures, Papier Mache Forms,
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Mirrors of all kinds,
Nickel-Plated Window Fixtures,
Mantle Racks, Hat and Millinery Stands,
Lace and Veiling Racks, etc.

SEND FOR CATALOGUE.

CLATWORTHY & CO.

46 Richmond St. W.,

TORONTO

Niagara Neckwear Co Limited
Niagara Falls
Makers of American Styles
Of Neckwear



OUR representatives will soon have the pleasure of calling on you with a full line of samples for the Autumn and Winter trade, and would respectfully solicit a share of your esteemed patronage.

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

have arranged to deliver from Toronto, and will try and meet all orders promptly, though the demands look as if it will be impossible to have any in stock.

The Canadian Dress Chart.

In this issue is published for the first time a chart showing the correct dress to wear at all times and under all conditions. As this chart is corrected by a gentleman moving in the highest circles and fully conversant with the etiquette of the day, it can be depended on as being thoroughly correct and up-to-date. It is intended to continue the publication of this chart, making the necessary corrections monthly.

Trade news during the Month.

J. W. Thompson has started as dealer in men's furnishings and boots and shoes in Buckingham, Que.

John Norris, tailor, Dunnville, Ont., has been succeeded by R. N. Killins.

Thibaudeau & Cadieux have registered partnership as men's furnisners in Montreal.

I. M. Mayell & Son are commencing as men's furnisners in St. Thomas, Ont.

The assets of the Louisville, Que., Shirt Mfg. Co. have been sold.

John P. Black & Co., manufacturers of ladies' wear, Montreal, are starting to make neckwear.

Mrs. Enoch Collette has registered as proprietress of E. Collette & Co., hatters and furriers, Montreal.

A. McPhee & Co., men's furnisners, Middleton, N.S., have dissolved and Angus McPhee continues.

C. B. Blaikie has reopened a men's furnishing store in Sydney, N.S.

A. J. McPherson, hatter and furrier, Stratford, has gone out of business.

John Bull, men's furnishings, Montreal, is offering his business for sale.

A. D. Learoyd, dry goods dealer and men's furnisher, Windsor, Ont., has sold out his furnishing department to Walter Bourg.

A New York Authority on Men's Fashions.

A New York correspondent, dating his letter March 28, says: "The very names themselves would seem to imply that sack and lounge suits should be made loose, but the tailors tell me that clothes are now being cut shorter and tighter than ever before. Excepting in the particulars mentioned, there is nothing deserving notice in the lounge suit. The side and change pockets have the usual flaps, and there is an outside breast pocket without flaps and an inside breast pocket on the right side. The sleeves have three hard buttons, and there are four hard buttons down the front, the bottom of which is rather sharply rounded.

"As has been said, single-breasted waistcoats, rather than double, will be worn with sack suits, although the double-breasted fancy waistcoats, with pointed ends, have by no means gone out of vogue. Grey mixtures bid fair to be the most modish materials, and are especially suitable to slender men of good height, while darker tones are, perhaps, better suited to short men inclined to be stout. Many of the materials for lounge suits have a greenish tinge, and there are, of course, browns and blues. Brown will not, it seems, be a particularly

fashionable color this Spring, but still some of the brown mixtures would be most becoming to very dark men, if worn with a dark-red striped, colored shirt, and with a red or black tie, and to such men I strongly commend it.

"There seems to be little doubt, as the season advances, that flannel lounge suits will again be widely worn. Indeed, my only fear is that they will become so popular, on account of the comparative inexpensiveness of the material, as to be cheapened and vulgarized by some. I use the word fear advisedly, because I wish that the light-weight flannels might have fashion's full sanction throughout the coming Summer. We are rather apt to clothe ourselves too heavily in this particular section of the country, especially those of us who are more or less confined to the cities during the warm months. We do not, as a rule, wear gauze undergarments, thin enough shirts, or cloth materials of sufficient lightness, but rather content ourselves with leaving off our waistcoats and trusting to iced drinks and palm leaf fans to keep us cool.

"Some of the flannel materials are exceedingly good-looking, and their light weight is a most decided factor in their favor. Stripes, of course, more or less decided, and grey tones of color, are the most usual, but plain greys and dark blues may also be had.

"The cheap waistcoat of fancy design has again taken its place in the windows of the cheap haberdasher.

"It is a pity that everything must be imitated and sold broadcast at a price equal to about one-quarter of what the really good article should cost, so that nothing can be kept beyond the reach of the masses. There is, of course, no real danger of ever mistaking a waistcoat of fine material and good workmanship for one of the cheap, but dear at any price, varieties, and yet one cannot help wishing one could keep the fashion of his clothes, as well as their cut and texture, from the desecration of the "\$2.98, marked down from \$3.25," window-ticket. Under existing conditions as regards waistcoats, my advice can only be: Do well, or do not do at all, regardless of fashion.

"If you can afford to go to a tailor of reputation for a waistcoat and pay his price, do so; otherwise, do not go in for the latest shapes in this particular garment.

"Some of the smart shops have been showing single-breasted knit waistcoats of dark-green wool with very small red dots in it, cut high at the neck, with flat gilt buttons, and black or dark-green silk sleeves. These are intended for golf and country wear. They are somewhat pretty, except for the sleeves, which serve no useful purpose whatever. Perhaps they are designed to cover the shirt sleeves and prevent their showing when the jacket is removed, or, perhaps—dreadful thought though it be—the waistcoat is intended to be worn without any shirt at all.

"From London comes an entirely new waistcoat, which may become popular among English sportsmen. It is made of dark-green crocodile skin, soft and pliable, but with a highly polished surface. The waistcoat has a double row of buttons set close together straight down the front, but instead of buttoning it is fastened by silk laces, which are twisted around the buttons from the top to the bottom, and there tied in a small bow knot. The waistcoat is cut high at the neck, and has four pockets with flaps finished in two scallops, which give them a three-pointed appearance. It may be had, we are told, in all shades of brown, as well as in green. The idea at first seems just a bit snake like, and for riding the thing must be a trifle warm, but if it becomes the mode in England it will, no doubt, be somewhat worn here, and we may expect, on misty,

THE CANADIAN DRESS CHART.

APRIL, 1909.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEA, GALLIES, SHOWS, ETC.	WHEELING, GOLF BOATING.	EVENING WED- DINGS, BALLS, FETE DONS, ETC. SAL. DANCING AND THEATRE.	INFORMAL DIN- NERS, CLUB, ETC., THEATRE FARE.	TRAVEL AND BUSINESS DRESS.
Coat.	Frock, black.	Frock or cut-away.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black in Winter, white or brown holland in Sum- mer.	Black in Winter, white or brown holland in Sum- mer.	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with pique front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk or dark blue or black foulard. Laven- der may be worn at weddings.	Fancy shades.	Ascot or hunting stock.	White, not made up.	Black.	Fancy, of fashion- able shades.
Gloves.	At weddings, white or grey, suede, tan.	Tan.	Tan.	White or pale lavender.		Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

MEN'S FURNISHINGS—Continued.

moist mornings to meet young men, at least, half clothed in leather. It may be that the cloudiness of the London weather gave the tailor his idea, or perhaps he is a crocodile hunter and uses himself as a decoy.

"Fashions in clothes, whether of cut or material, are dropped by the high-class tailors, and cease to be worn by their customers, whenever they become common with the masses, and blue serge has furnished one of the most notable examples of the rule. Every 'ready made' clothing house in the land was stocked full of blue serge suits during the Summer of 1896, 1897 and 1898, and I almost venture to say that no other one material ever had a larger sale. The result was, of course, inevitable. Notwithstanding all this, however, I should not strongly advise against having a double-breasted, dark-blue sack coat of good, rough-grained serge for this Summer. Not a full suit, mind you, or even a waistcoat, but simply a well-made, double-breasted jacket, to wear with white flannel trousers and straw hat. The combination is not only exceedingly neat, cool, and fresh looking, but it is becoming to most men and very effective with some.

"Duck trousers will, it seems, be little worn by the best-dressed men, either for tennis or sailing; flannel is to be the fad of the year. Tennis, by the way, is coming back into favor, if not into fashion, and it would not surprise me greatly to see the links deserted for the courts by the younger set at the various country clubs during the season.

"The shops are now showing a large variety of design in soft-fronted percale and madras shirts, and I have seen some exceedingly pretty ones for \$2 apiece at several good places. Like the stiff-bosomed shirts, the designs are, in the main, in vertical stripes. The cuffs are attached, and, of course, of the link cut. Many of the shirts have a rather low-banded turn-over collar also attached, but it is, I think, not greatly to be desired, if a trifle the most smart. The buttons are of the ordinary pearl kind, and three in number. To distinguish them from the starched shirts, these are usually called outing or negligee shirts, and the names are sufficiently correct in so far as they imply that the soft-bosomed shirt is not to be worn with anything more formal than a sack suit, but not if understood to mean that they are only correct for country wear. They are intended quite as much for town as for the country, and in the Spring and Summer months they are smart with morning clothes.

"Washable ties of madras, similar in color and design to the shirt materials, will no doubt again be worn with lounge suits during the hot weather. They may be bought to match the shirts at many of the haberdashers'; or, ordered of the shirtmakers, to be made of the same material. The shape should be the same as that of the silk string or bow ties. When ordering shirts made, it is a good idea to have an extra pair of cuffs cut for each. Cuffs often become shabby before the rest of the shirt begins to show any signs of wear, and it is easy to have the old pair taken off and the new sewed on without in any way destroying the looks of the sleeves.

Window Cards For Easter.

While it may be true that "in the Spring the young man's fancy turns to love," it is also a fact that the remarkable climatic changes at this season make it necessary for the serious thought of the average Canadian youth to "turn" to his clothes, or rather his need of them.

This thought should be kept in mind in making Easter displays. Even if the display is similar in design or in the goods

shown to what has been exhibited for some time, the window cards should be worded to emphasize the suitability of the goods for the warmer air of Springtime.

If you are showing hats, why not use a card such as "Don't wear an old hat at Easter when you can get new ones like this at from \$1.50 to \$3.50"; "These hats will help you look as you should at Eastertide"; "Easter elegance in hats"; "We have hats at \$3.50, and they are worth it. But, if you cannot afford that, don't keep wearing that old hat of yours as we can give you a new one that looks really respectable from 75c. up." "Look at these hats—now, look at your own—can you afford not to buy one of ours?"

If you are showing clothing, a card like one of these might help to make it win attention: "Be well dressed; it pays; there is no economy in shabbiness." "Easter elegance made easy; notice the price of these suits." "Spring styles like spots of sunshine"; "Fashion's revelations for Spring"; "We have been waiting till you took off your overcoat to sell you one of these new suits—you will have to get one soon, why not at once?"

For a general display, the following hints may help you to prepare your cards: "These ties appeal to your taste, and are not loud in doing it"; "These sox are selling because they are suitable for Spring and Summer"; "Elegance is estimable, especially at Easter—consider these aids to elegance"; "Satisfying shirts for Spring"; "Everything necessary to Eastertide nobbiness"; "Winter has gone. These goods have the air of Spring about—how bright and fresh they look."

Notes of Current Trade.

The premises formerly occupied by the firm of Glover & Brais, on St. James street, Montreal, for their retail establishment, have, on the assignment of that firm, been occupied by A. S. Campbell, manufacturer of semi-ready clothing, for the display of his goods. Mr. Campbell used to manufacture for The Semi Ready Clothing Co., but is now making for himself.

Mr. Lee, manager of the men's furnishing department of S. Greenshields, Son & Co., is at present in the Old Country in the interests of the firm. They expect to be able to show a full line of men's furnishings for Fall in the course of a fortnight.

American styles of suspenders and neckwear, the productions of The Dominion Suspender Co. and The Niagara Neckwear Co., are carried in stock at their Montreal office, 207 St. James street, and by L. A. Bergevin, 111 St. Joseph street, Quebec, and they are always pleased to see their customers there. The Niagara Neckwear Co., Niagara Falls, have had an immense sale on heraldic and flag-design silks since January 1. They are now showing beautiful coloring in greys for high-class trade. Some time during April they expect to show their fine neckwear trade a collection of khaki silks with stripes, purple and lavender, cardinal and white, hunter and lavender, navy and white, Paris and white, and cherry and lavender. Of course, the stripes will be of different sizes, and the ground khaki shades.

The Dominion Suspender Co., Niagara Falls, are showing an important line of suspenders for Summer in washable fabrics and the ventilated mercerized Lisle web for hot weather wear, all their own exclusive productions. They are also showing patriotic suspenders with the Union Jack, British Coat of Arms and the Maple Leaf. Their latest novelty is "Our Bobs" suspender, with the picture of Lord Roberts on the webbing. Their own exclusive novelties, the "President" suspender and the "Manhattan Cast-off" suspender are the exclusive productions of the Dominion Suspender Co.

Dominion Suspender Co

Niagara Falls

Makers of Trade D Mark Suspenders

Guaranteed

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
" "	St. Lawrence Hall
Quebec	Chateau Frontenac
" "	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
" "	Walker House
Winnipeg	Leland
" "	Winnipeg Hotel
Ottawa, Can	The Windsor Hotel

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CONSTANTLY ON
THE ROAD . . .



NOVELTIES added from time to time. Trade has been increasing right along. The output for 1899 was 25 per cent. ahead of that of 1898.

1900 to date is 70 per cent. ahead of the corresponding period of 1899. Verily this is the growing time. To keep pace with our requirements, we have let the contract for new premises which will give us ample accommodation, enabling us to maintain our usual promptness in executing orders.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
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WELLINGTON ST. WEST.

TORONTO.

ONT.

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

AS the season is at hand for a big house trade in carpets, John Macdonald & Co., have their available stock in order for buyers. The range of wilton velvets, brussels, tapestry, wool and union carpets is large. Shipments of lace and swiss curtains, chenille curtains of all makes, curtain muslins and curtainettes are almost complete. There are some lovely goods in English-made white patent satin counterpanes, higher qualities, fancy designs. There are two clearing lines, one in smyrna wool rugs, sizes 21 inches and 30 inches, and the other axminster rugs. Some large shipments of jute and brussels mats and rugs are just to hand. A new stock of rug fringes, scarce goods, has come in.

A special line of five patterns of two-yard wide linoleums is being offered at a medium price. The stock of four-yard wide floor oils and linoleums is heavy. The department has just issued its annual letter-order circular giving the usual information as to the prevailing prices in all lines of goods in the department.

In men's furnishings, odd lines of regatta shirts, broken sizes, are being cleared under manufacturers' prices, and there are also some job lines in men's underwear. A big trade is being done in the linen collar, all shapes, to retail two for a quarter. There is a nice line for Summer trade in men's handkerchief ties, to retail 50c., at a good profit; also a full stock of men's balbriggan and natural wool underwear. Black and fancy cotton socks, as also black cotton with a natural wool foot, for 25c. retailing, are features just now.

The haberdashery department report a range of belt buckles, among them the "Pulley," blouse pins, etc., and the general stock is complete for the sorting season.

The sales of silks and satins have been phenomenal recently, especially taffeta silks, and the department, which, as usual, carries an immense stock, shows all the fashionable shades, as well as white, cream and black. They are strong in a line of striped silks to retail at 50c. There is also a special thing in black peau de soie. The range of colored and black silk ribbons and colored and black satin ribbons is well assorted. Mention should be made of the valenciennes and torchon laces, and the cream and black silk laces, which, as well as embroidery and insertions, are being shown in great variety. Fresh shipments have been received of cashmere and cotton hosiery, and the department is in good shape for demands for either domestic or imported goods. A fine line of cashmere stockings to retail at 40c. is shown. In gloves, too, the department is showing everything in lisle, taffeta and silk, in black, tans, white and creams, while the leading things in mitts are also shown.

A big job sale of blouses is being made just now in muslin, print, pique and mercerized, to retail at 50c.

The dress goods department reports fine sales of black and colored dress goods. Some clearing lots are being shown; for instance, some fancy black and colored fabrics, some mercerized goods, some swiss spot muslins, cotton hose, and ladies' and children's natural wool vests. These clearing lots are for immediate trade.

The woollen department are showing the newest novelties in Spring suitings and trimmings. They have also a selection

in the London styles, in individual suit lengths and trouser lengths, showing a variety of patterns. This is a convenience to the trade. The stock of trimmings is well assorted in the newest designs and best makes. There is also an extensive range of ladies' costume cloths, homespun effects, venetians and plain-finish cloths, all suitable for tailor-made garments.

The staple department has just opened some new and very handsome designs in English prints. These have not been seen in this market before, and are both novel and striking. For these shipments the old prices prevail. In linen toweling also the prices have not been advanced in accordance with the tone of the market, and they are showing some of their special lines at the old figures.

BEAVER RUBBER CLOTHING CO.

The Beaver Rubber Clothing Co., of Montreal, are now showing the very latest styles in the mackintosh coats. The "Raglan" coat is the most comfortable coat for any gentleman to wear, made in the celebrated "Beaver" brand waterproof. They also show now a very select class of rain coats, made in "Chesterfields" or "Raglan."

K. ISHIKAWA & CO.

K. Ishikawa & Co. are now showing samples of their Japanese silks, handkerchiefs and mufflers for Fall delivery. They are giving to the trade special value in 20-in. plain silks, which will enable retailers to sell this width at 30c. with a good margin of profit. Their handkerchiefs with embroidered initials, to retail at 25c., are as excellent value as those offered last year. The fancy silk handkerchiefs show a large range in prices, and include many new and choice designs in printed borders and in Japanese hand-embroidered goods. A big assortment of windsor ties. The latest novelty in this class of goods is a crepe silk windsor tie for ladies, which seems to be meeting with much favor.

This firm have now in stock a large range of matting, and are ready to make prompt deliveries. They have a special line at 9½c. and one at 14c. per yard, which they state is the best they ever had. In the 20-inch, 23-inch, and 27-inch widths their stock is complete. They have more than 70 different colors in each line. They have also a good assortment of crystal-corded silk at 25c. This house reports, too, a large sale of plain China silk windsor ties in white, cream, black, and colors, to retail at 15 and 25c.

GAULT BROS. & CO., LIMITED.

The Gault Bros. Co., Limited, Montreal, wish to call attention to their ranges of costume cloths and mantlings. All the new shades in homespun are being shown in pleasing variety. The checks are large, medium and small. Striped Autumn cloths and serges in special lines. A matter that is worthy of note is that checks are expected to be in demand in the coming season. Plain sateen cloths are shown, also colored corkscrew cloths. They are making a specialty of golf cloths and heavy ulster cloths.

In tailoring goods, there is a fine class of cheviots and coatings, beavers and vicunas. Gault Bros. would draw attention to their line of trouserings, in special classes to meet the demands of the trade. They are prepared to give fine values. They show suitings in worsted and Scotch, also Scotch trouserings. Swell vestings are somewhat of a novelty. Tailoring trimmings are in stock to match everything. Altogether, the different ranges present are exceedingly good array.

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The Advertising World, Columbus, Ohio.

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The Baird Chronograph is recommended to your use as an absolutely reliable time stamp.

Ball Bearing, Automatic Ribbon, Portable, Quick in Operation, and always in Working Order. It is the best machine on the market for keeping track of the time of receipt of mail and telegrams, filling of orders, etc. By means of a simple attachment the machine can be used in the factory or work room for timing employees, and job tickets.

In use by Reid, Murdoch & Co., the leading Wholesale Grocers' House of Chicago, and representative business houses everywhere. For illustrated circular, price list and further information, address:

BAIRD-CHANDLER MFG. CO., 118 South Clinton St., Chicago, Ill.

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Toronto,
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Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

THE EMPIRE CARPET CO.

FALL 1900.

New Samples ..
Now Ready

Magnificent range of —

New Designs and Colorings
at Unequalled Values.

WAIT FOR OUR TRAVELLERS.

THE EMPIRE CARPET CO.

ST. CATHARINES, ONT.

17 Front St. W., Toronto.

Great Drive in

BRACES

30% BELOW PRESENT VALUES.

In stock, put up in bundles of 5 dozen assorted patterns. Mohair ends. These are all new goods just made up to our order. Do not miss this.

RUBBER COATS

New line, special value for May delivery. See samples with travellers.

CAULFEILD, HENDERSON & BURNS

LETTER ORDERS CAREFULLY
AND PROMPTLY ATTENDED TO.

Toronto.



There are good reasons why you should examine our lines, buy them, and then offer them to your best trade with confidence.

Each quality is known by a name which is its trade mark.

A trade mark is a guarantee of quality.

Our line for Fall 1900 has been chosen with reference to being quick-sellers and profit-earners.

Our representatives will be out this month.

Carpets, Curtains and Upholstery.

CANADIAN CARPETS AND THE TARIFF CHANGE.

THE effect of the change in the tariff on the Canadian carpet industry will probably take some time to estimate. The lower duties on English goods must be in operation for a time before manufacturers here can tell exactly what the results may be. Most of the Canadian carpet mills make chiefly unions and woollen carpets, and their competitors in these lines are not English, but United States manufacturers. In this respect, of course, the tariff will put them at a slightly better advantage, because it leaves the duty on American carpets where it was and makes a slight reduction on the raw material. As regards brussels and axminsters, the Canadian mills which make these goods will probably feel the loss of about 3 per cent. in the protection hitherto granted, and in course of time will know more precisely what its effect on their trade will be.

The Canadian carpet mills have always felt that any protection they had on the finished product was greatly diminished by the fact that they had to pay a high duty on their yarn. The yarn is brought in in an unscoured state, and as it loses about one-fifth in cleaning, the manufacturer pays freight to the mill on material which does not get into his carpet. Canadian mills do not make their own yarns, thus imitating some of the English mills, which buy their yarns from Crossley, who makes raw material, not only for himself, but for some of his principal competitors. The new tariff will not, it is expected, have any appreciable effect on rugs or mats made in Canada.

LATE SHIPMENTS TO CANADA.

There is not very much that is actually new in the way of carpets, though some new shipments have been arriving. Late deliveries have been retarding business in all departments of the dry goods trade, and S. Greenshields, Son & Co., state that were it not for the fact that their buying had been in such large quantity early in the season, and they had been able to get a fair proportion of their orders filled, they don't know what they would have done to satisfy their customers. Amongst the shipments of goods just arrived are to be remarked china mattings in low cotton warps at special values. Other lines to which special attention is drawn consist of all grades of lace curtains. Notwithstanding advanced prices, S. Greenshields, Son & Co., will continue in the meantime, at all events, to show these goods at old prices. Full lines of brussels and axminsters are in stock, and are being ordered in large quantities.

IDEAS ABOUT SELLING PATTERNS.

A well-known designer, in some recent comments on his art, said :

"To ornament is to beautify. To decorate is to ornament ; but no textile surface can be beautified unless the forms upon it are at once bold, vigorous true and graceful, and the applied colors harmonious. If new arrangements are required, let the designer proceed as an artist ought to do, and not as a mere mechanical drudge ; let him think out something that will give not only an ornamental but also a commercial value to his work.

"The very best patterns may consist of somewhat strong

colors in very small masses, so small indeed that the general effect shall be rich, low toned and neutral, and still have a glowing color bloom ; every material has its own distinction of character which can be rendered beautiful

by a very small degree of taste and judgment.

"There is no doubt that bad patterns sell equally as well as good, perhaps more of the indifferent, if not of the very bad, than the good, but this taste is disappearing gradually, and the general public are becoming more and more enlightened in their choice. Just here let me say that in all our textile productions the greatest errors and most glaring inconsistencies occur in the production of carpets. The grounds are very often out of all harmony with the figures or rather colors placed upon the ground ; it may be said the public demand is for such. I reply, show them something better. A white ground on a carpet cannot look well ; a light ground, but not white, is passable, such as light creams, greyish, or green whites, but even in this way it is a very difficult matter to make the carpet appear as a suitable background for the furniture of the rooms. If a close-fitting, well studded pattern be so arranged in small sections of bright colors to fall on a ground of very dark brown, chocolate or indigo blue, a beautiful bloomy effect may be obtained. In fact, the most satisfactory carpets are all colored upon this system. It would seem that there is a timidity of new things among designers and manufacturers. It is better to have some daring than be continually reproducing the old lines over and over."—Carpet Trade Review.

LACE CURTAINS.

It will pay you to see, before placing Fall orders for these goods, the offerings of Messrs. Geo. H. Hees, Son & Co. Mr. Hees, of the firm, who is now in Europe, writes that he has secured control for this market of many beautiful designs in lace curtains, nets, etc., that notwithstanding the increased cost of making these goods, they will be able to offer to the trade at surprisingly good bargains. That the reader may understand the magnitude of this branch of Messrs. Hees, Son & Co.'s business, we mention one order alone of over 25,000 pairs that one house is making for them for their Fall trade. Messrs. Hees, Son & Co. manufacture and control many lines of goods that the trade would do well to handle.

WINDOW SHADE MANUFACTURING.

As conditions are much the same in Canada as they are in the United States, the remarks of The New York Carpet and Upholstery Trade Review with reference to the window shade market will interest our trade :

"Every indication points to a maintaining of present prices, and even of a still further advance in window shades. Contracts made by the manufacturers for supplies now and of recent date are at figures which were beyond the imagination of the greatest optimist a year ago.

"Primarily the basis for higher prices is cotton muslins. That the cotton market is in strong hands can readily be proved by anyone who will inquire into the situation. The demand for raw cotton is far ahead of the present supply and the cotton spinners have the present stock well in their hands. They are doubtless making large profits in spinning, but it is their innings, and they evidently intend to utilize the opportunity for substantial gains. We even hear that emissaries of the cotton spinners or other cotton operators are now

W. TAYLOR BAILEY,

MILL AGENT,

**Upholstery Supplies, Drapery Fabrics,
and Brass Goods.**

MANUFACTURERS
OF . . .

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade
Cloth

Plain, Dado, Laced and
Fringed Window Shades

27-29 Victoria Square, MONTREAL.

SAMPLES ARE NOW READY

**... Perfection Brand Bed Comforters,
Cushions, Tea Cosies, etc.**

Our travellers will call upon you in a few days
with a full line at figures which will surprise
you, considering the high prices of raw material.

New and Handsome Designs—Exclusively Our Own.

STYLE, FINISH, DURABILITY.

SEE THE GOODS AND BE CONVINCED.

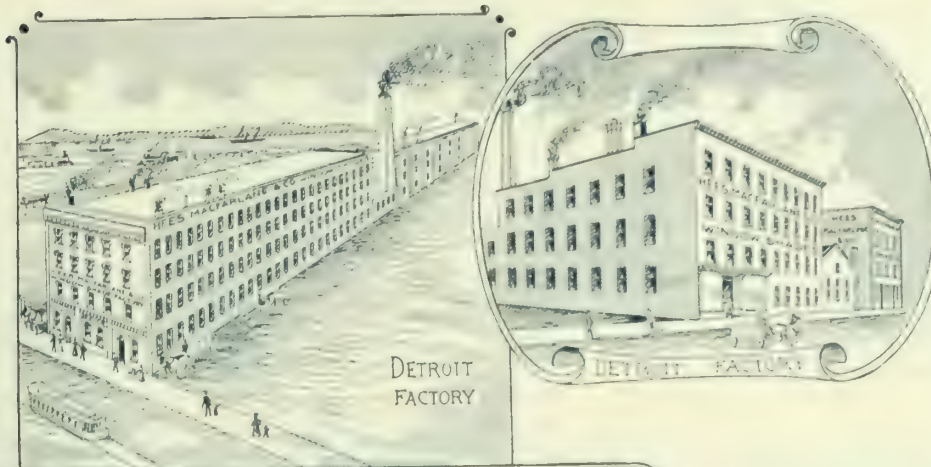
CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton
and Wool Comforters, Cushions, Tea Cosies, etc.

MONTREAL.

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



DETROIT
FACTORY

Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstering plant at that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Ferrier Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacramento St., Montreal.

Our new looms are now producing many new and attractive patterns. The trade should not miss seeing these new Canadian-made goods.

See Our New Illustrated Catalogue.



TORONTO FACTORIES 276-286 DAVENPORT ROAD



OFFICE 71 BAY ST.

KINDLY allow our travellers when calling on you to exhibit our New Samples of

**LACE CURTAINS and NETS,
FURNITURE COVERINGS,
TAPESTRY CURTAINS and**

**" TABLE COVERS,
CHENILLE CURTAINS and**

**" TABLE COVERS,
UPHOLSTERY and DECORATIVE FABRICS,
SASH CURTAINS and
UPHOLSTERY SUPPLIES,
LINEN VELOUR CURTAINS and
PIECE GOODS.**

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO.,

WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the retailer a large profit.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS AND INQUIRIES FOR ESTIMATES, ETC.

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

in the South endeavoring to limit the acreage to be devoted to the coming season's crop, thereby aiming to keep up the price of raw cotton. They are trying to make it an object to the planter to keep from planting a large crop, under the inspiration of the present high prices. How far they will succeed in this is, of course, problematical, but it is certain that the prices of cotton yarns and cotton fabrics will remain high, with a tendency to go still higher during the next six months.

"In white lead, benzine, oils and other ingredients the advance in prices has kept pace with that in cotton muslins, the prices in some instances being from 50 to 80 per cent. higher than a year ago. Hence there is in our mind every reason to expect higher rather than lower prices in all window shade goods, for it needs but little calculation to show that the window shade manufacturer has not kept a relative pace in advancing the manufactured goods compared with the advanced cost of materials."

TRADE IN THE UNITED STATES.

The mills are still busy on orders placed for the Spring retail trade, and between these and the preparations of lines for the coming season, manufacturers have their time very fully occupied.

Retail business is not expected to show much activity in March, but our advices indicate that trade in most parts of the country is better than is usual at this time. Goods are being cut up freely, and the demand for the better grades is especially marked.

The straw matting trade is active, and manufacturers of linoleum and floor oilcloth are also well satisfied with the present conditions and outlook.—N.Y. Carpet Trade Review.

ALWAYS SOMETHING NEW.

Hardly a month passes but new and beautiful productions come from the looms of the new upholstery plant of Messrs. Geo. H. Hees, Son & Co. New designs in tapestry furniture coverings, portieres, curtains, draperies, table spreads, etc., are now produced by this firm, and are eagerly bought by the dealers who wish to keep abreast of the times.

THE VALUE OF A CARPET BRAND.

Since the Royal Carpet Co., of Guelph, began to brand their different makes of carpet, their trade has increased right along. They make 10 different brands, commencing with the cheapest union, the "Leader," to the highest grade of three-ply, the "Monarch."

Each brand designates a certain quality and weight. Their special brand, the "Canadian," is confidently considered the best wool carpet in the world without contradiction. Carpet dealers are invited to watch their ad. for pointers.

A ONCE-A-WEEK SALE.

JOHN MACDONALD & CO., who are ever on the alert to introduce new ideas into the Canadian wholesale trade, as well as new goods that tend toward the general success of the retail merchant, are holding a weekly sale every Wednesday during the months of April and May. At certain seasons of the year weekly and monthly sales are held in the city of New York by wholesalers, and we suppose that John Macdonald & Co. conclude that if such sales can be made a success there, why not be made a success in the city of Toronto? They have entered into this once-a-week sale systematically, and with determination to make it a success. At present, they have new goods arriving daily in every department, suitable for the assorting and Summer seasons, so that merchants visiting these weekly sales will see the latest productions of manufacturers, as well as the special lines mentioned in their advertisements. We think the five-corner idea that they have put into operation a first class one. They have set aside a space on each floor where all specialties in the department are shown every Wednesday. Passing through their different departments, just before going to press, our attention was directed to the departmental corners. On the first floor they have the "Snap Corner," in which is a line of plain colored flannelettes

**NEW PATRIOTIC RUG.**

at 6½c., another of fancy flannelettes at 5¼c., and a line of grey cottons at 5¼c. per yard. On the second floor we saw the "Job Corner." Some of the items pointed out to us there were: 300 yards 54-inch fancy tweeds, 50c.; 200 yards 56 inch black and blue serges, at 55, 60 and 75c. per yard; 400 yards 54 inch mixture costume suitings, at 37½c.; 50 yards 54 inch black costume suitings; 400 yards 27 inch Canadian tweeds, at 19c. per yard; 450 yards 27 inch Canadian tweeds, at 25c. per yard; and a lot of short ends too numerous to mention. On the third floor is the "Cut-price Corner," and, judging from the figures quoted to us for colored, black and colored mercerized dress goods, colored swiss spot muslins, skirts, blouses, wrappers, laces, ladies' cotton hose, ladies' and children's vests, we at once saw that the name of this corner was significant. Standing out with vivid prominence on the fourth floor is the "Bargain Corner," containing men's underwear, men's shirts and men's half-hose. We were informed on entering upon the fifth floor, it was not because the corner or the men were odd on this floor that we found located here the "Odd Corner," nor had they any corner on any great quantity of carpets and housefurnishings, but that they had lines specially kept in the "Odd Corner" for their once-a-week Wednesday sales.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

*All-Wool and
Union*

Carpets

Second to none for design, coloring and finish.

Quick sellers. Every yard guaranteed according to
quality.

It will pay you as a dealer to look through our line
for yourself when our representative calls on you.

A post card will bring you a full line of samples.
Prices right.

OUR SPECIAL BRAND THE "CANADIAN,"

BEST WOOL CARPET IN THE WORLD.

A full line of Rug Fringes, Carpet Binding, Smyrna
and Moquette Rugs, Wool Mats, etc.

Royal Carpet Co. GUELPH,
ONT.

The Guelph Carpet Mills Co.

Limited

**FINE BRUSSELS, WILTONS,
and INGRAINS.**

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely in-
crease the volume of
their business on our lines
and be assured of prompt
deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

LIMITED

Perrin Freres & Cie.

THE GLOVE HOUSE OF CANADA.

**PERRIN'S
GLOVES**

ARE THE BEST.



**PERRIN'S
GLOVES**

ARE THE BEST.

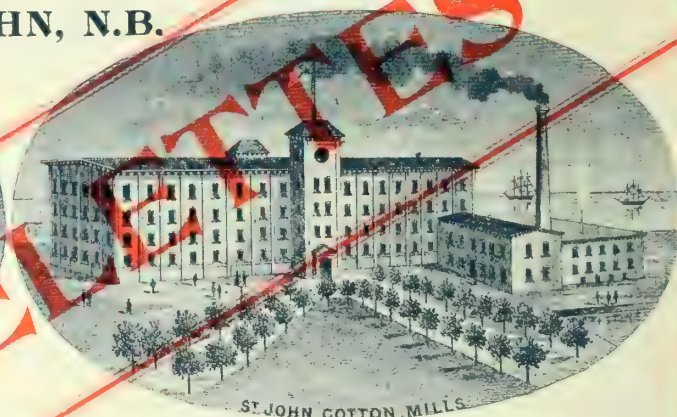
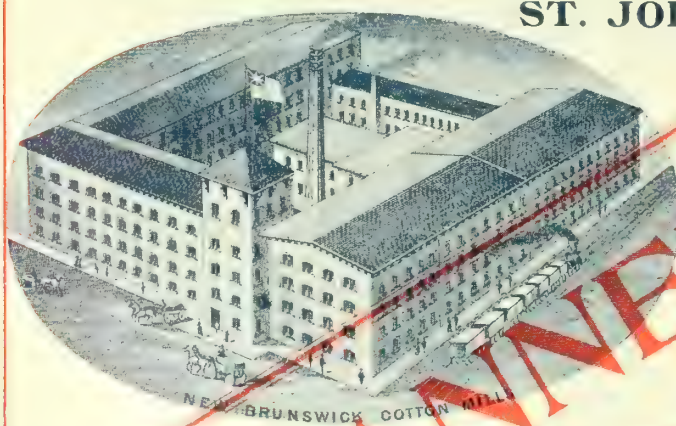
Quality Guaranteed.

Our Travellers will call upon you shortly with a full range of our samples of Ladies' and Men's **Kid Gloves** for the Fall trade. Our samples and shade cards are the most complete you have seen yet. See them before placing your orders.

Perrin Freres & Cie., 5 Victoria Square, Montreal.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Flannelettes, Fannelette Sheetings, Domets, Saxony, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .

J. SPROUL SMITH, 39 1/2 Yonge Street, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

NEW GOODS IN WHOLESALE TRADE.

THE W. R. BROCK CO., LIMITED, TORONTO.

THE dress goods department in the Toronto house of Brock's report that sales are particularly good of German plaids, of sedans, of fancy blacks. There are some handsome new designs in the latter just in stock. Some 50 inch wool serges, two numbers, one black and navy, one black—are being sold below market values. A line of 50-inch black cashmere serge is also exceptionally good. In wool serges, a cheap line for 25c. retailing can be had in all shades, from cream to black. A line of underskirts, 40 per cent. below market price, can be had.

The wash goods department report a shipment of the latest fabrics from New York: a line of Tirian cords in a plain white ground, with clusters of little objects, with double, treble, and four cords running lengthwise by the piece—the latest novelty there and selling largely. From Paris: 32-inch very fine sateen in floral effects—a work of art in which the French print has no peer. The pattern seems to stand right out from the cloth. From Manchester: Just in stock, a large range of harvest blues in polka dots, stripes, clusters, and plain effects, much sought after this season; mercerized foulard in pink and blue grounds, and foulard designs and cluster spots.

Khaki color is without doubt going to have a large run for Summer wear. The Brock Co. were fortunate in placing contracts six months ago for 32-inch heavy drill in fast colors to retail at 15c. White piques are strong again, and, as prices are advancing both in the home and foreign markets, there should be a good demand for them. The stock includes lines retailing at 15 to 35c., bought before the advance; 14-inch glass towelling, six different checks, to retail at 5c., 25 per cent. below the regular price; 18-inch huck towelling, retailing at 10c., also 25 per cent. below market values. These are special purchases.

For the April sorting trade the carpet department are showing a range of all grades of carpets, oilcloths, linoleums, Japanese mattings, etc., and in the house furnishing end they have added largely to their stock of curtains and curtain materials. They show many novelties at interesting prices.

There has been placed in stock the well-known brand "Silkrochery" cotton, 12 balls to the box, the color and shadings second to none in the market. Amongst the new arrivals in the smallwares department are new elastic cabinets containing a large assortment of colors and patterns in garter webs, put up in pair lengths; also ball and socket fasteners at a reduced price, hair ornaments in horn and celluloid, such as pompador, nague, back and side combs, hair bands, pins, etc.; also several cases of hooks and eyes of various qualities, sizes, and prices. The fancy goods section advises the arrival of the latest craze in belts and buckles, called the "Pulley," in a variety of styles, colors and prices; also beauty pins and sets, belt pins, and a variety of metal and celluloid ornaments; also a large variety of plaid and fancy ribbons, including the "Victoria" belt.

Parasols and sunshades are shown in a large assortment of staple lines and novelties, the conspicuous points being the choice handles and durability of cloth combined with excellency of value. Brock's muslin department has just opened up several lines of white dimities in popular prices and styles.

In hosiery and gloves, the assortment of these important

goods carried by this firm has been so often referred to in these columns, that it seems almost superfluous to advise our readers; suffice it to say that this season finds them in a better position than ever; stocks of all lines are larger, better assorted, and values much below those of to-day.

Sweaters are still much in demand. Some houses thought their end was drawing to a close, and bought lightly. Not so with The W. R. Brock Co., Limited, who bought largely before any advance in price in many lines of men's and boys' plain and fancy sweaters, English, German and Canadian. They find them selling well, and will be pleased to send particulars on request, or samples can be seen with the travelers.

In their woollen department a very large range of grey worsted suitings in checks and stripes, comprising the very latest, up-to-date novelties, are shown; also tweed suitings, among them being several ranges of the new "Gun Club" check. They report they are now catching up with their orders for the "Henley" and "Champion" blue serges, and expect all orders filled by April 10, and after that to carry both lines in stock so as to be able to fill all orders as they receive them. They carry a large range of homespuns, in all shades, for ladies' costumes, comprising all shades of grey, from the lightest to dark Oxford.

The W. R. Brock Co., Limited, Toronto, have purchased, for cash, 400 to 500 dozen of men's half-hose. They offer a large stock of ladies' and men's waterproof garments, English and American styles and makes; umbrellas of all kinds, sizes and prices.

"Rosedale," "Vancouver," and "Josephine" are the three special lines of kid gloves offered for cash trade. New stock and Spring colors just passed into stock.

In spite of the immense advance in price of all cotton goods, the W. R. Brock Co., Limited, Toronto, are still offering Victoria lawns, India linens, nainsook, organdies, jacconets, check and fancy stripe muslins at most interesting quotations. They anticipated the heavy advances and placed large contracts, thus enabling them to give their customers from ocean to ocean special privileges.

GALE MANUFACTURING CO.

The Gale Manufacturing Co. have just completed their Fall range of samples. Our representative, when calling upon them lately, was shown their line of silk and flannel waists, etc. He ventures to say nothing more complete and nobby has ever been displayed this side of New York. This firm are showing exceptional taste and judgment in the selection of their cloths and patterns. Those visiting this market would do well to give them a call.

R. C. WILKINS.

Mr. Robert C. Wilkins, Montreal, has produced some very striking garments in the line of smocks, etc., for Fall. Each line has an individuality and a selling merit that is at once apparent. The leaders are: "Strathcona's Horse," "Baden-Powell," "Lord Roberts," "Lord Kitchener," "General Buller," etc. A few merchants have already seen these samples and express themselves as delighted with them.

Mr. Wilkins calls the special attention of the trade to his tweed pants at \$10.80, \$12, \$13.50, \$15, etc., which are better value than ever produced in Canada before at the prices.

Skelton Bros. & Co., Montreal, wholesale manufacturers of shirts and collars, have removed from their old premises at St. Peter and Recollet streets, and have established themselves further west, having gone to William street, where they will have more accommodation.

Hat, Cap and



Fur Trade.

Present Trade. The severe weather and heavy snow during March had quite as much effect on the retail hat trade as on any other retail business, and the consequence was that the development of Spring business was checked. April, however, is opening with warm weather and bright suns, and a much bigger trade will at once set in, rendered all the more satisfactory by the temporary check during March. The wholesale houses have had their travelers at home, but they will go out again now.

The hat which fashion certainly prescribes is the small low-crowned one, and the dressy man will certainly wear that kind. Some are as low as $4\frac{3}{4} \times 1\frac{3}{4}$ high. This, of course, is the extreme of fashion in the small hat. The majority, which is the staple size, are probably about $5 \times 1\frac{3}{4}$. The new hats give quite a youngish appearance even to elderly men, and will not on that account be any the less popular.

During the last two weeks of March there was quite a sale in the large cities for tweed hats, made in the fedora shape. The most popular shades were in small checks of grey, green, brown and drab. The large dealers all showed these in the windows. But they are really a warm hat, and, with the opening of real Spring weather, it is more than probable that something lighter will be in demand. The expected sales of hard felts should begin almost immediately.

The Coming Trade.

For Summer wear, the Canadian trade is following pretty closely in the wake of American styles. Straw hats are modelled directly upon this style, "Jumbo" braids and rough straws being very much in evidence. There are some interesting novelties in sailors, as well as in full shapes.

Ladies' straws are going back to the sailor shape, specially in the fancy colors. As to the crown, both in ladies' and men's straw hats, the tendency is to a slightly lower crown, with medium brim. There is at present a good demand for harvest hats, which are still advancing in price, as the material is scarce and hard to obtain. There will not, so far as can be seen, be any change in the way of reduction in price till after the arrival of new stock from China and Japan. And as this will not be for some time to come, the changes will probably be too late to affect the trade for the coming season.

Linen hats for the coming season are being shown in a variety of style and color. For the present, however, the demand in this department is limited.

In soft hats the tendency appears to be that caps should be dropped, and the American style of crush hats, or "crushes" as they are called, adopted. One of the leading ranges in the crush hats is the 20 dwt. Of course there will continue, in spite of anything in the way of novelty, to be a steady demand for fedoras; but there is likely to be somewhat of a falling off in this direction in favor of the crush hats.

The new bicycle hat is in fairly good demand, in spite of fact that it is by no means a beautiful contrivance in the way

of headgear. It is a kind of a cross between a fedora and a crusher, with a slight infusion of the stiff hat. The brim in front is turned down, so as to protect from sun and wind when riding, which gives a rather ungenteel appearance to the hat.

In stiff hats lower shapes will prevail, following more or less the Knox and Dunlap styles, which are being extensively copied by English manufacturers.

Alleged Corner In Persians.

A New York contemporary says it has received inquiries in regard to the alleged corner in Persians, and from what has been learned it can but confirm the rumor of a combination which has succeeded in obtaining a very large percentage of the better and best grades of these skins. It is said that instrumental in the coming rise of prices are a firm of Liepsic dyers and a well-known French concern. Dealers who have secured their quota of Persians will have cause to congratulate themselves on their foresight. Persians, in comparison to other furs, certainly were not high in price. Americans who have returned from abroad are unanimous in their declarations that nothing but rubbish, not suitable for either American or Canadian demands, is all that is now left in the open market.

The "Bobs" Hat.

Though the Anderson & Macbeth Co., Limited, the hat firm organized in Toronto at the beginning of the year, is one of the youngest firms in the wholesale hat business in Canada, the long experience of the members makes it to all practical purposes an old, tried house. The senior partner, Mr. George Anderson, has been in this business in Canada for over 20 years. Mr. Hugh Macbeth, a Canadian by birth, has for many years been connected with the trade in the United States.

The firm make a specialty of handling nobby, stylish goods, and as both partners are alive to the trend of fashions, they are fully abreast of the newest ideas. It is their house that got out the novelty for Spring in the shape of a "Bobs" hat, a compliment to Lord Roberts. This is a soft hat, with raw edge, in khaki and all colors.

When a representative of THE REVIEW visited this firm's warehouse at 58 Bay street, the other day, their staff was literally "rushed" filling orders, the most practical proof of the ready recognition by the trade of the up-to-date manner in which this firm are conducting their business.

Furs in the Northwest.

The receipt of all grades of furs from the Canadian Northwest so far this year have been unusually small compared with former years. Several of the best posted firms handling furs in those sections, say that the Spring receipts, which contain the large lots will be small. If this shortage proves a reality during the remainder of the season Canadian furs will be high next year, and it will make prices still higher for the furs that come from those sections. Furs are usually sold on tender in Canada,

GOOD GOODS INTEREST PROGRESSIVE MERCHANTS

— Just remember our address —

EDGAR, For HATS and FURS. CORISTINE & CO. 517-519 St. Paul St., MONTREAL.

Successors to GREENE & SONS COMPANY.



Storey's Manufactures are
Standard for Excellence of
Material, Fit, Style, Work-
manship and Durability.

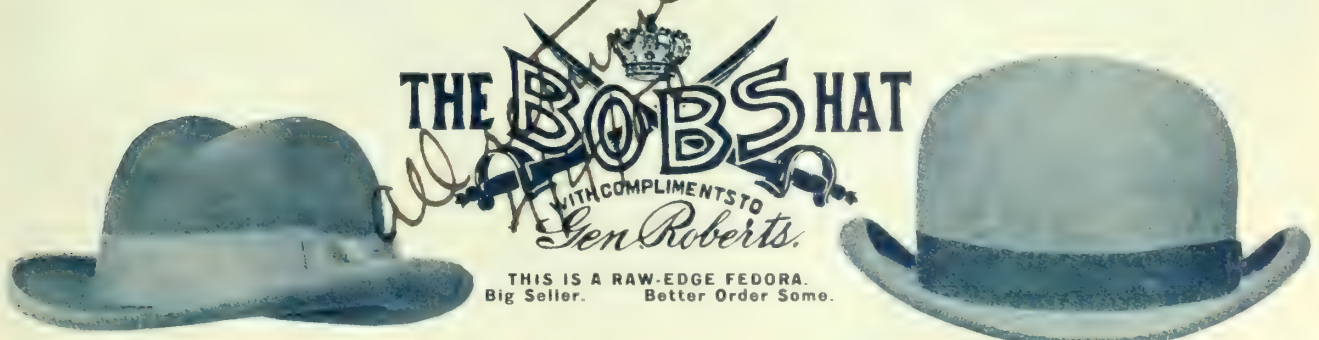
GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.
For Spring and Summer Trade.

W. H. STOREY & SON
The Glovers of Canada
ACTON, ONT.

STYLISH HATS

Competition has helped secure you good values—quality. What the wide-awake merchant worries about is **style**. He knows how easy it is to sell Stylish Hats.

OUR LINES ARE DISTINCT AND ALWAYS THE LATEST.



YOU SEE IT'S NEW?

A FREE SAMPLE

of a little novelty. It's a small hat brush, flat aluminum shank, to fit inside of sweat, and always carried in the hat. Drop us a card for particulars.

JUST OPENED

— A large shipment, fine quality, latest styles, English Stiff and Soft Hats.

LATEST IN NEW YORK.

The ANDERSON & MACBETH CO.

58 BAY ST.

TORONTO.

LIMITED.



ABOUT FURS.

The marked advance in all classes of goods has naturally affected Furs. We, however, anticipated the rise to a great extent by making heavy purchases early in the year. This enables us to supply the trade with our usual product of **High-Class Furs** at a slight advance only on last year's prices. In most instances the prices are the same.



We pride ourselves on having an unequalled line of samples for the coming season. In addition to a full range of staples, comprising Astrachan, Coon, Lamb, etc., etc., we have a splendid assortment of Combination Collars. Muffs, Caperines, etc., which are very desirable goods, and bound to be good sellers. Our representatives are now on the road, and we will be pleased to have you give our samples careful examination. We have made special arrangements to execute orders promptly.

James Coristine & Co., Limited

469 to 477 St. Paul Street, MONTREAL

HATS AND CAPS—Continued.

and, as they are too high for the American manufacturer at prevailing figures, they will have to be exported. An important Canadian exporter claims that this is an off year, for which fact he finds but one reason—"no rabbits."

The receipt of furs in places tributary to the Twin City markets from this and the adjoining States are very light since February 1. This holds good even for muskrat. Whether there is an actual shortage, or whether the receipts are divided up among the many firms, cannot be told definitely. There is a good call for furs from American manufacturers, but they have bought sparingly, because prices, they say, are too high. The receipts of furs even in this northern country will come in only for another four weeks, and there will not be enough to supply manufacturers. They will have to obtain their goods either directly or indirectly from London. Times are prosperous and people want better furs. Muskrat, in their natural state and dressed, dyed and plucked to imitate otter, are used extensively here, one manufacturer alone, it is said, having used up about 12,000.—New York Cloaks and Furs.

The Fur Sales.

Speaking of the fur market at present, Mr. Jas. D. Allan said to THE DRY GOODS REVIEW: "The fur sales have been in progress in London to March 30, and only fragmentary information, from which no definite conclusions can be drawn, has been received. It is not considered that the reports sent over to this side of the ocean during the sales are official, and Canadian buyers do not, therefore, rely upon them. The indications are that 'something is up' in connection with Persian lamb. If there is a corner in these skins, as is reported, the chances are it will be unsuccessful. If the high prices are due to mortality among the lambs we must expect to see much higher prices. As for the offerings now in the market, they are of the common description and prices are considered prohibitive. A feature of the fur business which might be mentioned is that people are apt to form their values of certain skins irrespective of the quotations, and in ignorance of the markets. For instance, one may make offers for the purchase of bear skins, giving good quotations according to market values, but answers are not received on this basis, and it seems to be the fact that higher prices are expected for bear skins here than are being paid in London, which is the world's market."

Hat Making in South America.

The hat factories in Argentina, 227 in number, are represented by a capital of \$10,000,000, and give employment to 6,700 hands, of whom 2,300 are women and children. Only thirty factories employ steam power. Of the material used for the manufacture of hats, the wool is the only home production; while of those made of hair, only 30 per cent. of the raw material is of home production, the remainder being imported. A Belgian company, however, will shortly establish a factory in Buenos Ayres for preparing all the hair required for the hat industry.

A Hat Yarn.

Some men will buy two or three black derby hats a season, and these will always look rusty and old. Other men will buy not more than one a year, and that will never lose its deep and brilliant gloss. "I'll tell you why it is," said the best dresser in Germantown, the other day. "It is because one man brushes his hat with a stiff-bristle whisk, and the other rubs his

softly with a piece of woollen cloth. The felt of a hat is such a delicate stuff that a stiff whisk applied to it has pretty much the effect that a curry-comb or rake would have on a suit of clothes. It wears the nap off, exposing the bare grey foundation in short order. A piece of woollen cloth, rubbed over a hat with a circular motion that conforms to the grain, doesn't rub off the nap at all, but keeps it lustrous and firm and of good color. I buy one two-an'-a-half hat a year, and rub it each morning with a bit of flannel. I guarantee that it outlasts three \$5 hats that are raked and scraped with whisks every day."—Philadelphia Record.

Racks for Showing Goods.

In a hat store there is a great deal in being able to exhibit the goods attractively because it is too much the tendency to make the inside of the store look like rows of boxes. Racks which enable a large number of hats, caps and furs to be suspended on them during the day time and packed away at night are very convenient things, because they impart to the interior of the store a brighter appearance. This is especially true of the Canadian patent hat and cap rack, which Mr. Kirk, of Bracebridge, Ont., has invented. His rack is different from others, in that, it can hang from the ceiling over a floor space, or over a table, in such a way that no room is taken up by the display which can ill be spared. The hooks and general finishings of this rack make it quite a handsome piece of furniture, and it can be made to order for any dealer who wants it of a certain size to suit his store. Mr. Kirk invites correspondence by dealers who want to find out prices and styles, etc.

A Peterboro' Change.

The extensive fur and hat business of J. W. T. Fairweather & Co., carried on at the corner of George and Simcoe streets, Peterboro', has been sold to Mr. Thomas Barrie. This has been one of the enterprising firms of Peterboro'; no other firm has been longer or better known. It is one of those distinctive premises which could not fail to invite popularity and trade. This corner has always been an old stamping ground for shoppers, not only in swell furs and hats, but also in other lines of merchandise. Mr. Thomas Barrie, who has purchased the business, has been associated with Fairweather & Co. for the past 18 years, and will retain the trade and popularity of the house.

An Inventor's Death.

The death of Geo. Yule, the inventor of hatting machinery, at Newark, N. J., is chronicled by the New York Hat Review. Mr. Yule was born in Lille, France, March 26, 1852, and may be said to have inherited his inventive genius from his father, who was a celebrated inventor of machinery used in various textile industries, one of his inventions, the "Weft Fork," being still regarded as indispensable in the flax manufacturing trades. Mr. George Yule, whose father died in 1854, removed from Lille to Stockport, England, in 1863, where he secured employment in a cotton factory, and, later, in the hat manufacturing works of Wakefield Christy, and on account of his knowledge of French, was employed as interpreter and assistant to the French dyer engaged in the factory. During his connection with this factory Mr. Yule designed and invented a number of machines to be used in hatting, and he also learned the hat trade in the course of pursuing his work of inventing and operating machinery. In March, 1872, Mr. Yule went to the United States, and his first situation was secured with Charles Crossley, hat manufacturer, at Newark, where he was employed as an engineer, and, later, had charge of the machinery in the factory, and still later, on account of his im-

portant work in connection with the "Wells Hat Body" case, Mr. Yule was assisted by a leading hat manufacturer in Newark in establishing in business on his own account as a designer and manufacturer of hatting machinery, which he conducted practically to the moment of his death. Mr. Yule invented a number of machines, including the portable fulling stock, double action wool hardening machine, double action fulling stock, friction upright lathe, reversible lathe for pouncing, conical wool hardener, hair fulling stock, hydraulic hat press, and many other machines.

Messrs. James Coristine & Co. report that they are very busy with their shipments of goods just now. New goods are coming in, and they are now preparing their special Easter ranges of novelties. Some of these goods are already being shown at time of writing, and the full assortment will be on deck by the time this reaches subscribers.

SITUATION WANTED.

LADY WISHES POSITION AS TRAVELLER FOR RESPECTABLE FIRM; at present connected with wholesale dry goods firm; first-class references given; has been a very successful traveller; wishes to call on the trade only. Address: "Lady Traveller" cared for by DRY GOODS REVIEW.

WANTED, PURCHASER . . .

for Dry Goods part of General Store, in live, growing town in Northwest Territories. Store is so arranged that Dry Goods can be run separate from other lines, and expense divided. Good reasons for selling. Stock about \$8,000, half cash. Apply to

CODVILLE & CO. - - - WINNIPEG, MAN

"Merchants," Attention!

Kirk's Patent Hat and Cap Racks.

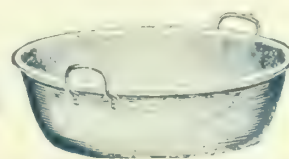
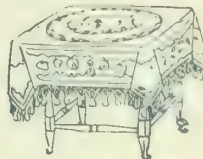
They display goods in a most attractive manner, and occupy no valuable space, as they hang over a counter, table or floor space. This rack is unequalled for displaying straw hats, and the great facilities it affords for keeping sizes in order. They are not expensive, and can be shipped immediately on receipt of order.

A CARD TO

E. J. KIRK,

Bracebridge, Ont.,

WILL BRING YOU ALL INFORMATION



The Standard Electrotpe Co., Wilmington, Del., U.S.A.

The Pugh Co., 67 Yonge St., Toronto, Ont.

DISTRIBUTING AGENTS for the DOMINION OF CANADA

To whom all inquiries and orders should be sent.

Electrotypes will now be furnished with postage and duty prepaid at the following prices—

Less than 10, 25c. each

From 10 to 24, 24c. each

From 100 or over, 21c. each

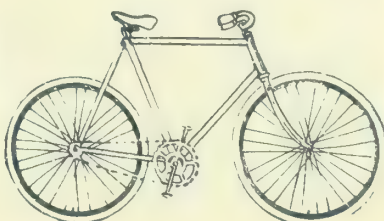
From 25 to 49, 23c. each

From 50 to 99, 22c. each

Send for proof-sheets. Hundreds of cuts to select from.

Illustrations attract attention to your advertisements. Make your ad. the most prominent on the page by the use of cuts.

Half-tones, Zinc Etchings, Electrotyping and Stereotyping.





The
✱

Millinery Season

Mantles, Trimmings and Laces.

RETAIL MILLINERY DISPLAYS.

IN almost the same degree that the millinery openings of the large jobbing houses is an event of importance each Spring to the average retail milliner, the opening which the retailer gives a few weeks later is full of importance to the average female mind and heart.

If the enthusiastic language in which local reporters have described them may be taken as evidence, the openings of the retail milliners in every section of the country have been strikingly successful this year.

In the West, the openings were a week or ten days earlier than those of the Eastern Provinces. In Victoria, B.C., Tuesday, March 20, was recognized generally by the retailers as an opening day. Several of the milliners in Winnipeg and Vancouver also made this day or the one following it their first opening day. In Ontario, Quebec and the Maritime Provinces the most generally recognized days were Tuesday, Wednesday and Thursday, March 27, 28 and 29.

In Victoria, the first day of opening lasted from 9 a.m. to 6 p.m., and the "sales" were reported to be very large and numerous, but, as it has grown to be the custom in that city to allow customers to have hats out on approval, it is likely some deduction would have to be made later for "returned as unsuitable."

As a rule, the length of the opening day was greater than in Victoria. In the east, few stores closed before 9 p.m., and many kept open as late as 10.30 p.m. A year ago, one London firm, Smallman & Ingram, tried a strictly evening opening as an experiment, but their large building became so crowded that it was found necessary to close the doors, and, though the weather was extremely disagreeable, hundreds of ladies remained outside for hours. Inside, the crowd was so large that few were able to see the display. The experiment was deemed unsatisfactory, and this year a full-day opening was held.

Many of the retailers, to make their opening the more attractive, made a veritable palace of enchantment out of their showrooms. Many of these rooms bore evidence of the patriotic spirit pervading Canada just now. In the showrooms of Gordon & Orr, Stratford, Ont., the national colors were predominant, many scores of yards of red, white and blue being artistically draped about the walls and ceilings. Even the mirrors and gas chandeliers were covered. The entire display was neat, but extremely catchy.

At T. F. Kingsmill's, London, Ont., a patriotic background was given to the display by the use of numerous British flags, a wealth of white, red and blue bunting, and paintings of the Queen and of Lord Roberts.

As a rule, however, the showrooms were made beautiful by a skilful arrangement of the millinery materials. G. B.

Ryan & Co.'s showrooms were very artistic. A beautiful trellis of roses ran across in front, while throughout the room were baskets of lily of the valley and buttercups, mounds of violets, roses, poppies, lilacs and other seasonable trimmings. The large millinery showroom of the C. Ross Co., Limited, Ottawa, was turned into a bower of radiant leaves, ripening grapes and bright flowers. In the cloak department of this store, an inviting cozy corner, draped in Oriental splendor, made one corner very attractive, while in another was a group of life-sized boys and girls in sailor and man-o'-war costumes. The interior display made by W. W. Wilkinson & Co., Galt, Ont., was said to be "the most artistic and magnificent ever seen" in that town.

Another Galt firm, H. A. Matchett, made his opening interesting as well as attractive by securing the attendance of an orchestra during the opening day. Though a somewhat expensive attraction, the use of orchestras on such occasions as this seems to be growing in this country.

The hats shown, and the colors and materials described, were much the same as were previously shown by the wholesale houses. Several dealers, notably H. G. Broderick, St. Thomas, Ont., have given to their shapes military names. One hat shown by this firm, the "Tommy Atkins," was a blue straw with tan crown of full shirred chiffon, with clusters of golden and brown bread clusters at the front. It turned slightly off the face. Khaki seems to have been popular with most of the retailers.

Though the majority of the general merchants confined their openings to millinery, two St. Thomas firms, Northway & Anderson, and J. Mickleborough made special displays in all their departments. The former firm gave almost as much attention during the opening day to jackets as to millinery, as they make a specialty of tailor-made costumes.

In almost every instance, the windows of the stores were devoted during the opening week to millinery goods. Some of the displays were strikingly beautiful.

THE PRESENT SEASON'S FASHIONS.

When THE REVIEW representative visited the warerooms of the J. D. Ivey Co., Limited, this month he found that firm unusually busy making preparations for sorting business and for the second opening, which will be held before the end of the month. In speaking of the outlook, Mr. Ivey, sr., president of the company, was still of the opinion expressed by him in a previous issue of this paper, that the existing styles are such that the business of the present Spring is bound to exceed all past records.

This company have recently passed into stock many repeat cable orders for scarce goods, and in addition to this their buyer has purchased very choicé materials in high-class novel-

The

John D. Ivey Co.

Limited

TORONTO.

MONTREAL.

WINNIPEG.



EASTER MILLINERY

All Departments filled with *New Goods*
for the *Millinery Sorting Season*.

New Hats

New Flowers

New Trimming Materials

INCLUDING ALL PASTEL SHADES.

LETTER, TELEPHONE, TELEGRAPH ORDERS CAREFULLY FILLED.

WHOLESALE MILLINERY

There is an exceedingly strong demand in the following lines,
of which we have an abundant supply :

**Chiffons, Maline Nets, Taffetas,
Oriental Satins, Gauzes,
Taffeta Ribbons** (in all prices).

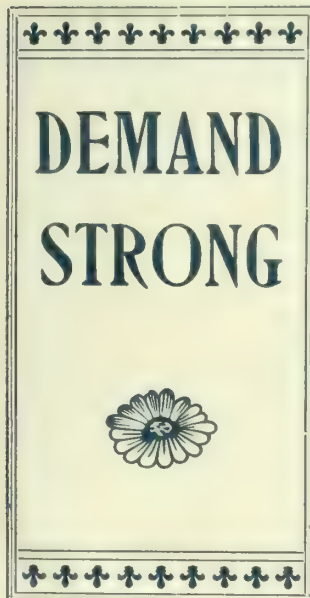
We have the above in **Black, White, Cream,** and all desirable shades, including
the new **Pastel Tints**.

HATS—The "Narra" and "Hilda" Turbans are greatly in demand. We
have ample to fill all orders.

ALL DEPARTMENTS FULLY REPLENISHED.

No Delay in Filling Orders.

Did You Receive Our Colored Fashion Sheet?



THE D. McCALL CO., LIMITED

MILLINERY—Continued.

ties for their second opening. Each department in their warehouse is replete with seasonable goods of the newest fabrics and styles produced since the general opening of last month. In the untrimmed straw department are shown most stylish dress shapes in Neapolitan horsehair braid, English split straw and chip down to the very popular ready-to-wear hat. Their stock of outing hats is most attractive.

In the same department are also shown straw braids, in all widths and manufactures, also the chiffon and straw combinations and peice straw laces—all of which are so freely used for drapery on early Spring millinery. In the soft pastel shades these goods are very effective.

Concerning artificial flowers, the demand is unusually large, for the quantity used in the garnishing of the picture hat requires an entire foundation of flowers, in many instances veiled with lace or tulle. Roses, poppies, carnations, chrysanthemums, either in natural size or giant, blowed or magnified form, are among the most popular, while the smaller flowers and foliage play an important part in decorating the Easter hat. Fruit has come conspicuously to the front. Cherries, grapes, currants and berries, used in bunches or in wreaths, make a smart finish and tone on the faint shades of materials used, while Parma, English and wood violets are as popular as ever. Ribbons are more in evidence, now that the season has begun. They promise to be a leading factor in the requirements, notably the soft satin-taffeta weaves in delicate tints, also hemstitched ribbons in self colors. The haute nouveaute, however, is black velvet ribbon about 2½ inches wide, with a white silk edge. This makes a very chic finish on a hat. The most approved ornaments and buckles are rhinestone, pastel, steel and jet, either alone or in combination.

In the model hat department some exquisite creations are being shown. Individuality is the keynote of the success of this department, for copied shapes do not possess the distinctiveness of originals. These latter hats are exceedingly airy and transparent, both in materials used and in manner of using these fragile fabrics. So much is done with tuscan and white crinoline, or hair tissue, in plain makes, combined with tulle or chiffon, which is tucked or puffed so lightly as if blown together. A chou of miroir velvet makes a rich finish to these transparent novelties. It will certainly repay the trade to visit the showroom of this firm at their second opening.

TAKING THE LATEST NOVELTIES INTO STOCK.

Though the rush of the openings had quite subsided when THE REVIEW visited the warerooms of the D. McCall Co., Limited, the other day, the employes of the firm were busy as ever.

"As soon as our opening was over," explained Mr. McCall, "our European buyer left for that market, and already we are hard at work taking in large shipments from Paris and London of the most desirable goods, consisting of chiffons, maline nets, taffeta silks, Oriental satins and gauzes in white, cream, black, and all the latest shades, including fawns, beige, greys, lemons, argent, as well as the pastel shades which are so favored just now.

"We are also receiving large quantities of cream, butter and black all-over laces as well as a big assortment of fringe-edge scarfs.

"Taffeta ribbons are arriving, too, in all prices and colorings for present use. We have also just received a shipment

including buckles and ornaments in jet, rhinestone, and pastel, and a vast variety of novelties in foliage and flower effects, including chrysanthemums and black roses with colored centres.

"Our stock of hats is being constantly replenished with the latest New York productions. Our buyer for this department makes fortnightly trips to New York, and is thus enabled to pick up novelties as quickly as they are produced in that city.

"As you may see from our stocks, turbans are receiving more attention this season than they have received for years. The notable shapes are the Hilda, which is on the Spanish order, and the Mara, a very stylish shape, with a large, heavy roll on the left side. A striking hat in this shape is made of alternate rows of hair braid and straw. Another pretty style of turban has a turn-up brim made of fine chip straw formed in a plait about two inches deep.

Though, for the present, and likely for a month or more, sailor hats have to give place to turbans and ready-to-wear hats, when the warm weather comes, and the ladies begin to don their shirt waists, the sailors will be revived, and will likely be as popular as ever in midsummer."

PARISIAN MILLINERY MODES.

Among Spring models two absolutely distinct styles are prominently apparent, writes a Parisian correspondent to THE DRY GOODS ECONOMIST. The first consists of hats with very small and extremely high crowns—in fact, terminating almost in a point. The brims of these are rather broad and somewhat oval, shaping low down on the back of the head, while in front they flare upward in a curling movement.

The preferred trimming for these hats is a large bunch of flowers placed high up in the centre of the front, reposing partly on the upturned brim, partly on the crown. The remainder is adorned with draperies of mousseline de soie, which encircle the crown and almost hide the standing back of the brim, or else one or two semi-long ostrich feathers, which follow the sloping movement of the "coiffure."

Of the second style, the brim is broader and rounder, while the crown might almost be said to be absent—it is so low. The favorite trimming for these is a garland of large flowers and foliage, almost covering the brim, which often has a gentle undulating movement over the face, while in the back it is straight or is turned boldly up. The flat crown, almost concealed by the garland, is covered with draperies of mousseline or narrow shirrings of black or white net, according to the garniture of the hat.

Summer toques will be worn even larger than those seen last year, but almost invariably of the turban shape; that is to say, without a separate brim, the entire hat being draped in one. The covering of these will be black or white spangled or chenilled tulle, and all-over lace of all descriptions from point d'esprit to heavy guipure and Luxeuil. They will, in preference, be but little adorned, the trimming consisting of osprey, light, fluffy aigrettes, a high cluster of loops of ribbon or wired net placed on the left side and flaring considerably. Anything in the way of strings is, for the moment, totally abandoned.

A new idea is to cover wired frames with fancy foulard draped in ledges on the brim, while the portion of the foulard covering the crown is caught in here and there by a stitch. The effect of these hats, for which any not too large shape is suitable, is most original and really attractive. They should always be arranged to match the costume in color and, if

Merchants
wishing to
see our line
will kindly
Communi-
cate with our
Canadian
Manager.



Our collec-
tion for
Fall 1900
will be one
of the
largest and
most com-
plete ever
shown
in Canada.

H. C. FLETCHER, Canadian Manager.

Office, 10 Front St. W., Toronto.

possible, in material. Their adornment consists of a lace aigrette or a shaded ostrich feather—never flowers.

Another novelty is a hat of which both brim and crown are covered by narrow shirrings of white mousseline de soie, the trimming, feathers or aigrette, being also white. This is a very elegant but somewhat fragile mode.

Still another novelty shows hats of Panama straw through which run large but narrow crossbars in black, brown or red of self material. These are covered with mousseline de soie, in preference white, and are very slightly draped, allowing the straw to be visible beneath the textile. For trimming, ostrich feathers or aigrettes of white or colored net, according to the bars of the straw, are used.

A big demand for chrysanthemums has developed in the millinery trade within the past few weeks. While at the opening of the season there was a marked indication for showy flowers, interest was not centered on any one flower until recently, says The Dry Goods Reporter. This sudden demand for chrysanthemums of every shade and make-up may be said to have been as unexpected as a clap of thunder from a clear sky. Though all colors are being taken, yellows have first sale, and this fact may possibly hold a hint of future color plans for Spring and Summer. One of the leading Fifth Avenue milliners in New York has brought the chrysanthemum to the attention of the fashion world. The reputation of this firm for good taste and ingenuity invariably gains a quick and lively following of any introduction, hence, the popularity of the chrysanthemum seems assured.

A PROSPEROUS INSTITUTION.

The annual meeting of the Anchor Knitting Co., of Almonte, Limited, was held recently in Almonte, when satisfactory reports of the year's business were presented, the usual dividend was declared and the reserve fund account was largely augmented. The following compose the directorate for the ensuing year: President, H. K. Pinhey, of Ottawa; vice-president, A. J. McAdam; secretary-treasurer, H. W. Lundy; managing-director, Joseph Ainley; Robt. Bowie, Brockville; Geo. F. Francis, Pakenham; and J. G. Forgie, Pembroke. The mill is now running overtime, and has orders enough to keep it busy till the end of this year, so that the prospects for the future are quite bright.

The death of Mr. Robert M. Muldrew, the Toronto representative of D. Morrice, Sons & Co., of Montreal, was a shock to his many friends. Some few weeks ago he was taken ill, and he sank gradually until the end. He was much esteemed by all who knew him, was generous and straightforward in all his business dealings, and will be greatly missed by a host of friends in the dry goods trade.

Mr. H. M. Belcher, western manager for the Gault Bros. Co., has arrived in Winnipeg from Montreal, and will take up his permanent residence in that city. Mr. O. Sommerville, formerly of James Ogilvie's dry goods establishment, Ottawa, has been engaged by the Winnipeg firm, and will be employed in the new warehouse for some weeks before being placed on the road as traveler for the firm.

A PLEA FOR GOOD MANNERS.

QUARRELS are said to have aided in building reputations in literary and artistic circles, but they never yet have been the foundation of success in business, says The Outfitter. Enmities are luxuries that business men cannot afford, and the good-will of any man may be valuable most unexpectedly. Even the veriest boor will be gracious to a buyer or to the representative of a house from which he looks for favors, but it is also to be remembered that in a country of rapid changes and easy relations between employers and employed, the clerk or tradesman of to-day may be the independent principal of next year, and men occupying very subordinate positions not infrequently have opportunities of diverting considerable trade, according to their likings or hatreds. It is true that men of the disagreeable, brow-beating type have often been successful, but they have won their success, not because, but in spite, of their manners, and in doing so they have given themselves little happiness, and have wounded many who will secretly injure them at any opportunity, and who will openly rejoice at their not impossible downfall.

A PATRIOTIC WINDOW.

One of the Peter McSweeney Co.'s windows, in Moncton, N. B., was lately very handsomely decorated in patriotic style and attracted a good deal of attention. The national colors, in red, white and blue bunting formed a pretty background and a large-sized photo of Her Majesty the Queen adorned the centre. Implements of war, in the shape of rifles, bayonets and helmets were arranged to lend a warlike effect to the decorations. The window was dressed by Mr. Gilbert LeBlanc and was devoted to advertising the patriotic concert held in the town.

AUCTION SALE.

On Thursday, April 5, at 11 o'clock a.m., an auction takes place of the following assets of the estate of John Aitken & Co., Montreal, who are insolvent:

Lot No. 1—The stock-in trade in store 1757 Notre Dame street, of haberdashery, hosiery, underwear, blouses, silks, flannels, etc., amounting, per inventory, to \$13,031.38.

Lot No. 2—Furniture, fixtures, etc., \$2,452.15.

Terms, cash. Purchaser to deposit 10 per cent. Stock and inventory can be seen at any time on application to the curator, Mr. A. Angus, on the premises, between 10 o'clock a.m. and 12.30 noon, and 3 and 5 o'clock p.m. The auctioneer is Mr. Walter M. Kearns, and, no doubt, good bargains in the above-mentioned goods will be obtainable.

STRATFORD'S NEW STORE.

The new dry goods store of Mr. J. A. Duggan, on Downie street, Stratford, is a fine structure. It is the width of four stores, and is three storeys high, besides basement. The cost of the building and fittings has been over \$40,000. The floor space, counting the two main floors (the top flat being held in reserve), is over 20,000 square feet. The depth of the store reaches as much as 145 feet and the front width 78 feet.

Four large windows and the spacious interior give ample scope for a display of stock. Two of the windows are fitted with plate-glass mirrors, which add greatly to their appearance. There are two entrances, that on the right leading into the clothing department, and that on the left into the dress goods department. The millinery department is at the rear.

The ceilings of the building are metallic, and there will be

25 clusters of incandescent lamps, making the night almost like day. There are in all about 150 lamps. All fittings are high-class and of the latest design. There are a large number of showcases, in which goods can be conveniently shown. The counters are open and the shelves are low, so that goods may be readily reached. The upstairs will be lighted by gas.

ITEMS OF INTEREST.

Clark & Steeves have opened in tailoring at Summerside, P. E. I.

Messrs. Jos. McGowan & Co. have greatly improved their stores at Delhi, Ont., and now Delhi has one of the finest dry goods establishments in the country.

Messrs. John Elett, Henry Lowndes, J. M. Lowndes, C. B. Lowndes, George A. Baker, and H. L. Mason, of Toronto, have been incorporated to manufacture clothing, as The Lowndes Company, Limited, with a share capital of \$50,000.

The merchants of Prince Edward Island are bestirring themselves to take advantage of the opportunities for trade opened up to them by the rapid growth of the town of Sydney, C. B. Both Charlottetown and Summerside are moving in the matter of securing a regular steamer service between island ports and Sydney, not only to enlarge trade with Cape Breton, but to make closer connection via Sydney with the markets of Newfoundland.

Messrs. Hiles & Collins have opened their new store at Kincardine, Ont., and are showing a nice new stock of general dry goods, groceries, boots and shoes. As both gentlemen are well known in the vicinity they should do well, and the outlook is very promising.

Mr. Louis Simpson, who lately retired from the management of the cotton mill at Valleyfield, is organizing a company to start a new cotton mill at some point in Canada. Mr. Simpson has been inspecting the district about Ottawa as a suitable site. A committee of Ottawa gentlemen will confer with him.

I. L. Matthews & Co., Port Arthur, have handsomely fitted up a large room of their main store, putting in nice furniture, carpets, and pictures on the wall, and they display an attractive stock of ladies' costumes, skirts, capes, mantles velveteen suitings. The goods are tastefully disposed in such manner that each garment occupies a space alone, a great advantage for proper display. A small line of very fine umbrellas occupy a space in this room also.

"Profits?" remarked the manager of the big department store. "Why, we made our profits when we bought the goods. The margin we get when we sell them pays for the running expenses, advertising, and rent. The real profits of our business are in the discounts we get by paying cash for what we buy, instead of asking for long credits. That's where the principal profits of the big department stores come from, and that's why the smaller stores cannot compete with us successfully."

The large department store business of Charles Woodward, Vancouver, has been converted into a limited company. The capital of the company is placed at \$100,000, of which \$30,000 is already paid up. The business is an exceedingly good one, and has been very successful for a number of years. The other members of the company are: Mr. Woodward's son, Mr. J. N. Woodward, and Messrs. E. J. Knowlton, John Little, J. Norris, Max Cameron and A. Eckley.

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers

JOSEPH ALLEN, Managing Partner

Principal Offices—215 McGill St., Montreal
287 Yonge St., Toronto

123 Bank St., Ottawa
47 John St., Quebec.

Use the "Derby Link," No. 2



Patented Nov. 28, 1898.

FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.

For Link and Plain Cuffs

Keep your trousers up with the "Automatic" Bachelor Button



WRITE TO YOUR JOBBER.

NO NEEDLE REQUIRED.

The New Automatic



U.S. Patent June 5, 1894 Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The J. V. Pilcher Mfg. Co., Sole Manufacturers, LOUISVILLE, KY.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY Manufacturers of

"CELLULOID" Interlined Waterproof Collars and Cuffs . . .

All goods made by us are stamped as follows:

Absolutely No



TRADE

CELLULOID MARK.

Others Genuine

Positively waterproof.

When soiled simply wipe off with a damp cloth or sponge.



ROMAN



BERKELEY.



TITAN.

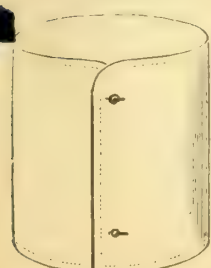


BICYCLE.

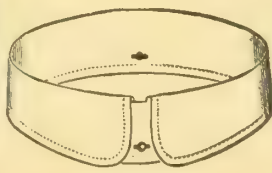


ROYAL

Roman, Cardinal and Bishop Collars may be had plain or with either three or five button-holes.



EXCELSIOR.



SAVOY

CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



The Celluloid Company FIFTH AVE.

John Macdonald & Company

1900

Once-a-Week

Do not miss
seeing our

..5..

Departmental
Corners

The Odd Corner
The Bargain Corner
The Cut-Price
Corner

The Job Corner
The Snap Corner

Once-a-Week

APRIL and MAY

Look Out
For Our

ONCE-A-WEEK
SALE



Manufacturers'
Overmakes,
Clearing Lines,
And Odd Lots.

Wholesale

Wellington

and

Front

Streets

East,

Toronto.

Every Wednesday FOR Two Months



VOL. X.

MONTREAL AND TORONTO, MAY, 1900

No. 5.

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory
Old St., London

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies and Children.

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

In our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

40 41a St. Paul's Churchyard, LONDON, ENG.

SEE THAT YOU HAVE

A GOOD STOCK OF

PRIESTLEY'S SERGES

FOR SUMMER TRADE.

IN NAVY BLUE, BLACK AND CREAM.

THEY ARE STAPLE LINES

AND YOU CANNOT AFFORD
TO BE WITHOUT THEM.

S. GREENSHIELDS, SON & Co., MONTREAL AND
VANCOUVER

SOLE AGENTS FOR CANADA.

LISTER'S

Velvets and Silks

TO BE HAD FROM

Wholesale Dry Goods

— AND —

Wholesale Millinery Houses.



"ROOSTER"

BRAND

Now is the Time

to stock up with the Latest Things in

Bicycle Suits, Crash Suits,
White Duck Suits
Outing Suits,
Negligee Shirts.

LADIES' SKIRTS

Irish Crash, Fancy Pampas Linens,
English and Canadian Pique, etc., etc.
IN CORRECT STYLES.

ROBERT C. WILKINS

Manufacturer

— Montreal.

N.B.—We have **KHAKI** in everything we make.

WYLD-DARLING CO.

LIMITED

LEADERS FOR MAY.

Black Crepons, Colored Poplins,
Cashmeres and Serges.

Our stock of these goods is new and well assorted.

Ladies' Suitings.

Plain Amazon and Venetian Faced
Cloths. Newest Effects in Tweeds.

**A Special Importation of
Blouse Silks.**

Large Range of Patterns—Exceptional Values.

Skirting Linens.

27 and 36-in. Plain and Fancy Weaves.
Natural and Tinted Shades.

PRICES RIGHT.

Wyld-Darling Co. Limited

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

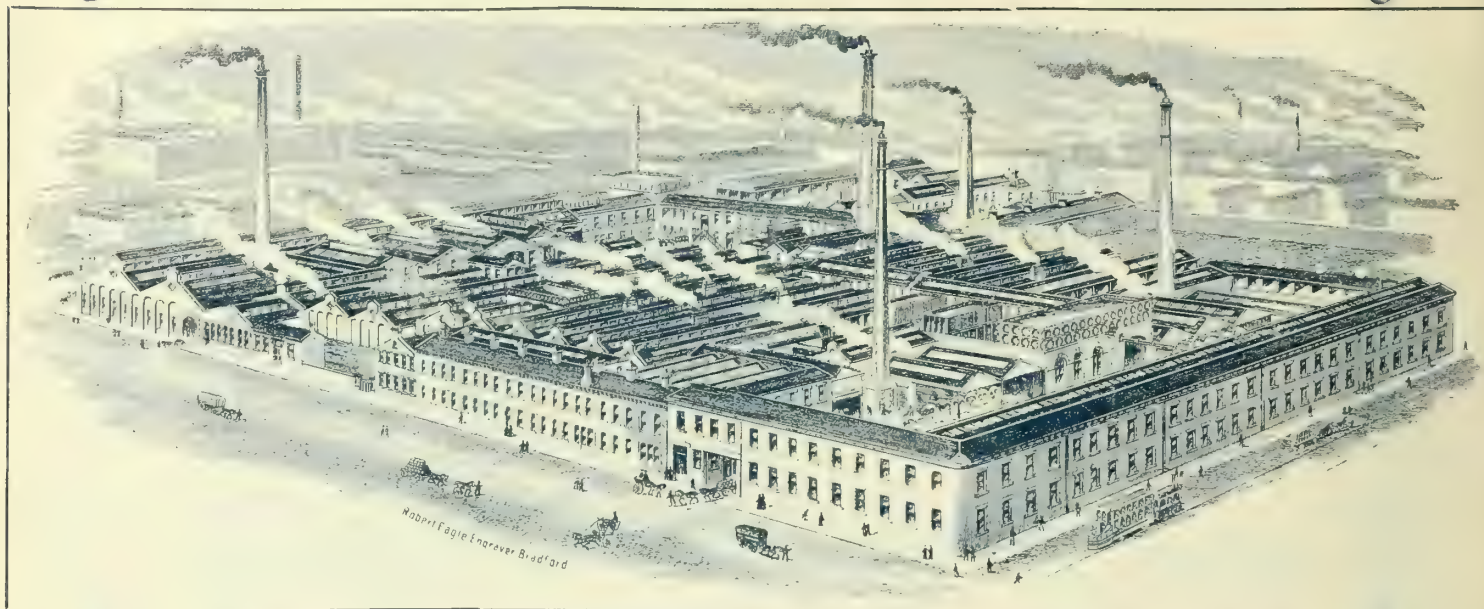
If You Want
Live Bargains

PAY US A VISIT
DURING MAY.

*WE TAKE STOCK
NEXT MONTH
AND WILL OFFER A LARGE
NUMBER OF CLEARING
LINES AT SPECIAL
PRICES.*

WRITE US ABOUT THEM
IF YOU CANNOT CALL.

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods:



Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS ^{AND} MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

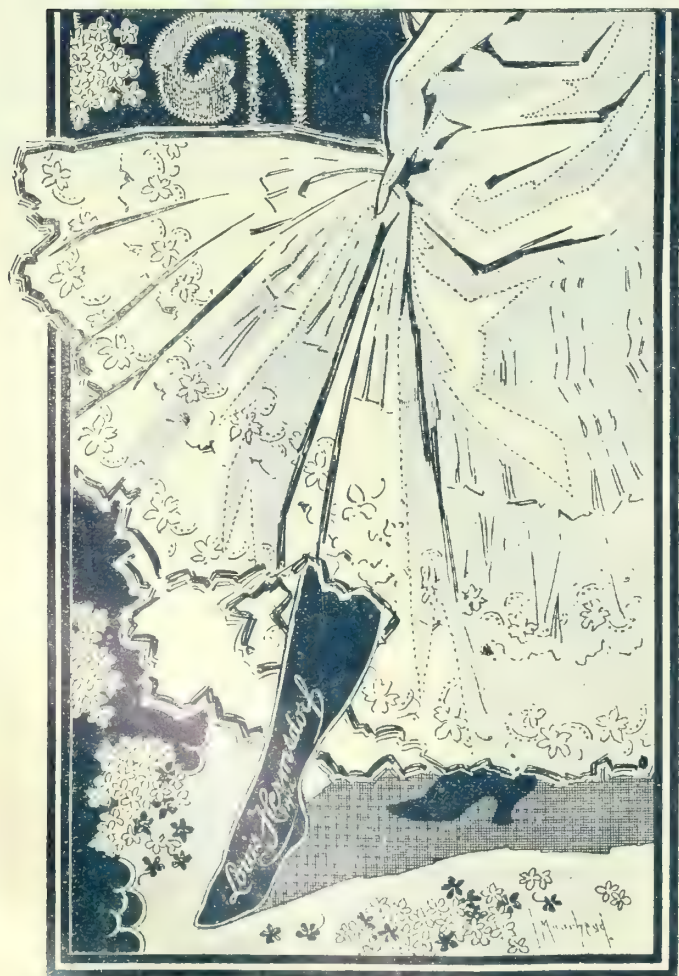
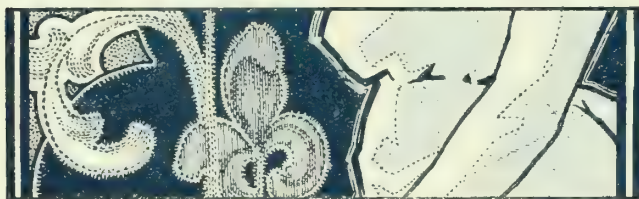
Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888



It was decided long ago that

HERMSDORF FAST BLACK

is the best in the market.

Canadian Women

will wear only such imported black hosiery as is dyed by and stamped

Louis Hermsdorf
Dyer

Consumers recognize the fact that this dye is **absolutely** fast, doesn't fade or lose its lustre, and that it is the only unquestionably reliable black in the market.

Retailers should insist, when placing their orders with importers or jobbers, on having their hosiery dyed by **Hermsdorf**, and the well-known stamp *Louis Hermsdorf*^{Dyer} to be put on every pair of hosiery.

It pays to keep this dye only; it's the most salable.

Louis Hermsdorf
Dyer

CHEMNITZ, GERMANY.

Selling Office of Hermsdorf Black Mercerized Yarns:
JOS. J. DE LONG,
396-398 Broadway, N. Y.

American Bureau of Louis Hermsdorf,
70-80 Walker St., New York.

SUPERIOR



TO —

WATERPROOFS

Cravenette

THE

BEST CLOTH

FOR RAIN COATS.

For . . .

SORTING-UP ORDERS



Nobody to beat us in Cretonnes
and Art Muslins

We have a small stock of hosiery still
on hand at last year's prices.

SEE OUR
SAMPLES

BAGLEY & WRIGHT MFG. CO.

318 St. James Street, MONTREAL.

THE
WATSON,
FOSTER
COMPANY
LIMITED

WALL
PAPERS

MONTREAL

FOSTER & CLAY'S

Productions



Should be prominent in your
Wool Department.

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.**

**TABLE CORD and
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 12 St. Nicholas Street, **Montreal**

Wreyford & Co.

ROMAIN BUILDING 85 King St. West, TORONTO.

Wholesale Men's Furnishings and Underwear.

DOMINION AGENTS FOR . . .

**Dr. Jaeger's Sanitary Woollen Underwear,
Camelhair Blankets, Collie Belts, etc.**

Young & Rochester, LONDON, ENG.

**SHIRT, COLLAR, and
NECKWEAR MANUFACTURERS.**

Fine Woollen and Silk Pyjamas.

Their latest successes—The "Commander" Shirt,

KHARKI NECKWEAR, Regimental Colors.

SUPPLIED FROM TORONTO OFFICE.

Tress & Co., London, Eng.

Manufacturers

High-Class Hats and Caps

FOR 1900 FALL

Our Fall Samples are now ready.

*23-inch and 27-inch Lyons Dyed Habutai Silks.
20-inch, 23-inch and 27-inch Japan Silks.
Fancy Blouse Silks.
Initial Silk Handkerchiefs.
Fancy Silk Handkerchiefs.
Silk Mufflers
Windsor Ties.*

Our travellers are on their usual routes
with complete lines of Samples.

K. ISHIKAWA & CO.

Toronto, Canada.

DRESS GOODS DEPT.

Summer
1900



Summer
1900

The . . .

GAULT BROTHERS Co.,

LIMITED.

MONTREAL

Now control the celebrated English **"Tiger Brand"** of Black Dress goods for Canada, viz:

THE NEW ZISKA CLOTH.

Blk. Brilliantines
Blk. Sicilians
Blk. Persian Cords
Blk. Grape Cloths

Blk. Fig'd Brilliantines
Blk. Fig'd Repps
Blk. Lace Figures
Blk. Fig'd Grenadines

Blk. Mercerised Figures
Blk. Crepon Repps
Blk. Frieze
Blk. Soleils

SILKS, VELVETS, VELVETEENS.

A complete range of Silks, Velvets, Velveteens, at popular prices.

PRINTS, MUSLINS, LINENS.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

THE NEW HOME

OF THE CELEBRATED



Comfort Brand Shirts



SKELTON BROS. & CO.

Corner Duke and William Streets

— MONTREAL.

Manufacturers of the . . .

Finest Grades of Shirts and Collars.

The W.R. Brock Company, (Limited)

TORONTO and MONTREAL.

MAY SPECIALS

*3,000 pieces White and Fancy
Muslins and Dimities.*

Mercerised Foulards, Brocades and Satanas.

Dress Gingham, Stripes and Checks.

Piques, Stripes, Polkas and Objects.

Ducks and Drills, Khaki, Indigo and White.

Printed Foulard Silks and Liberty Satins.

New numbers in Lace Curtains.

*Our buyers are purchasing from time to time clearing lots of
seasonable goods, which will be advertised in the daily papers
on arrival.*



VOL. X.

MONTREAL AND TORONTO, MAY, 1900.

No. 5.

PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE
RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, NEW YORK.

Value of Appearance.

Make your store look busy. Do anything in your power to get the name of being a busy store, because business attracts business. People usually like to buy of a store that has the appearance and the name of being progressive and up-to-date. If your store once gets the name of being the centre of attraction in your town it will draw a great many more customers than if it should get the name of not being popular, even though the goods and prices in either case might be identically the same. People love success and are likely to trade with the store which has the appearance of being successful.

When Cleaning is Done.

Watch your porters. Have good porters. See that your store is kept bright and clean as a new pin and that your cleaning is done at the proper time, either after your customers have left the store, or before they arrive in the morning. Do not allow your porters to commence cleaning so late that your customers are in buying before the cleaning is done. Selling and cleaning cannot go on at the same time, or if they do it is at the detriment of one or the other.

Novelties are one of those things which give your store a good reputation and which bring trade. Novelties sell well early in life, and, therefore, you want to be one of the first to introduce them, and after they have run their course you want to be the first one to get rid of them and get something else that is new.

Do not, however, mistake oddities for novelties. There are some things that are very odd, but at the same time very useless and very unattractive. But this is not the kind of goods you want to get hold of.

Despatch of Goods.

Watch the bundle counter. Watch it for two reasons. First, to see that your bundles are delivered promptly; that customers are not kept waiting for their goods. Next, watch the bundles carefully, that they are not soiled or hurt. Thousands of dollars worth of goods are yearly made unsatisfactory to

the purchasers by being soiled in handling after they have been bought and before they have reached their destination.

It is your duty as a merchant to see that your customers get the goods in just as good condition as when they made the selection.

Be Systematic.

Do not do business spasmodically, one day in proper form with a good system, and the next day in a slipshod way without any system. If you are going to have a system, of course, be sure it is a good system, and that it is enforced all the time. It is steady work day after day that brings success; one day working with a form and the next day allowing your house to assume a lazy appearance, will never make you a bright future.

Keep cool when rushed. Do not get nervous or rattled. The crowd of buyers which will come to your store is just what you want. Do not let a little rush of business get you so excited that you cannot properly attend to this. You want your store to look busy and, if possible, rushed all the time. For, as I have said before, this brings more business. Take things as they come, in an easy way.

A Few Words to Clerks.

A great many clerks neglect their stocks by not covering them well at night. They forget that all the dust, etc., which is collected on their goods, on account of them not being covered up, is adding extra work for the next day in dusting and cleaning.

Covering up not only saves labor on the clerk's part, but it saves dollars for the store as well by keeping goods from becoming soiled.

Keep a stiff upper lip. Do not get discouraged. Always do the very best you know how. If your best does not succeed do not feel discouraged over it, but try again. It does not pay to become discouraged. You lose energy and your work has not as much effect as when you are all the time determined to push yourself forward and to do things the right way. It is easy enough after one gets in the habit

of keeping up spirits and no one is so likely to be so successful in selling or in making one's way forward in any business as he who is full of determination and grit.

Do not indulge in loud talking or fussing among yourselves. It does not do any good ; it may do your fellow clerk an injury and it will certainly do the store and the persons for whom you are working great harm. If you have any fussing or loud talking to do, wait until after business hours, until after the store is closed, and you will find yourself in some other place more suitable to a controversy.

As to Tale-Bearing. Stop carrying tales. The clerk who is continually making a business of seeing what other people are doing and reporting their negligence is very likely to be neglecting some things himself. Of course, I do not mean by this that when a good clerk sees another do something which is detrimental to the house and which is done purposely and not through simple ignorance, that the good clerk should not report it. It is only your duty to your employer to see that his interests are taken care of. But do not be constantly on the lookout for little failings in your fellow salesman or saleswomen in order that you may have some fault to find with them. If you find them doing something which is not right and you believe they are doing it in ignorance, it will be much better for them, and for the house, to first explain to them that what they are doing is wrong. This will give them an opportunity to correct and make them better salespeople and will hold you in higher esteem in the house as well.

In waiting on a customer do not be too afraid of work. Do not be too afraid that you will show them too many goods. It is always well to show several things and not just one which they ask for. By showing several things you may not only make additional sales at the time, but you will win friends for yourself and employer, for all buyers like to be waited on by courteous and painstaking people, and the customers whom you please are likely to wish you to wait on them again, and the house for which you are working will undoubtedly appreciate your services about in proportion as they are appreciated by the public.

As to Off Days. Try to keep customers interested. Do not let the time seem to drag, either if you are waiting on them, or if they are waiting for a package or change after having been served. Of course, if there is a rush of business in the store and you have other customers to wait on, you are of necessity compelled to leave a customer to herself if she is waiting after the sale. But if there is no one else claiming your attention, it is well to keep the customer's attention engaged by showing her other goods. In this way you will make additional sales and keep the customer from getting wearied while she is waiting.

Use the rainy days and the off days in the store in cleaning up your stock or reticketing the goods. Do not allow a rainy day to come in and get you in the habit of loafing. One day of loafing makes it very hard indeed for you to go back to steady work the next day, beside the waste of time it occasions. You can brighten up your department and work to its advantage during all the spare moments in which there are no customers to be waited upon.

Good Men are Sure. There is always room at the top for good salespeople. That is, those who prove themselves to be worthy of trust, and bright, live people after trade can always be depended upon to keep their positions, no matter what comes. When the dull season

is at hand, and any of the employes are necessarily laid off, it is not the good ones who are out of positions, but those who have not proven themselves to be so good.

If you have made yourself a good salesman you can count on being retained, even in the dullest times. Strive to be somebody and do your work in a creditable way. Strive to climb up in your position and become the head salesman in your stock. There is but one time to climb up and that is the present and as early as possible in your business experience.

After you have been clerking a number of years you are very likely to be set in your ways so that it will be much harder to put push and enterprise into your work than if you began right when you were new in the business.

Be Careful. Do not waste. Many of the things which you carelessly throw away cost a good deal of money. Twine, scrap paper, envelopes, pasteboard boxes, and all such things, are a great expense, and clerks can either add to or take from the profits of the house a great deal each year by the way in which they handle their goods.

Show the people whom you are working for that you are looking to their interests, and that you appreciate the fact that they are in the business to make money, and show this by being careful of things in your charge, and it will turn to your good, as it will, no doubt, be appreciated by your firm and you will be the one to whom they will feel like entrusting new duties or a higher position when opportunities come.

Do not be a kicker about any duties which you may have to perform. If you receive an order to do such and such a thing, although it may not be exactly as you wish to do it, go ahead and do it. Do it as carefully and as nicely as you can, and then if you have any grievance to make, or feel that you should not be required to perform such duties, then go to the proprietor and do your kicking. This will relieve you from having to repeat the performance and will at the same time show your employer that you are not kicking from an unwillingness to obey, but because you have really reason for making the complaint.

Know exactly the condition of your stock at all times. Do not do any guess-work in regard to what you have on the shelves. If you do not know just what is there, investigate. Find out. Do not let a customer come in and ask for a piece of goods and you be compelled to say to him that you do not know whether you have it or not. Always know what you have, so that you need not send customers away from the store when, had you been better posted, you could have accommodated them.

IMPROVEMENTS AT VALLEYFIELD

A large force of men are getting to work at the new power house for The Montreal Cotton Co. at Valleyfield. The hydraulic-electric power to be developed will amount to about 3,000 horse-power.

There are about 1,000 looms waiting on this power being developed. The company are very much pressed at present with orders, but expect to have about 1,000 extra looms making goods by July 1. This will have the effect of making quite enough piece-dyed lining goods to suit the wants of the country. Indeed, it will have the same effect as if a new mill of 1,000 looms had been started.

BLACK AND COLORED DRESS GOODS.

THIS ANNOUNCEMENT IS ADDRESSED SPECIALLY TO THOSE MERCHANTS WHOSE DRESS GOODS DEPARTMENT IS OF SUCH IMPORTANCE AS TO MAKE THEM DESIROUS OF KNOWING BEFORE THE SEASON FOR BUYING BEGINS WHERE THEY CAN PLACE THEIR ORDERS FOR AUTUMN AND FALL, 1900, WITH THE GREATEST PROFIT TO THEMSELVES AND MOST SATISFACTION TO THEIR CUSTOMERS.

IN OTHER WORDS, WHERE CAN YOU BUY FOR THE INCOMING SEASON TO THE BEST ADVANTAGE? WITHOUT HESITATION WE ANSWER: FROM OUR TRAVELLERS OR IN OUR WAREHOUSE.

WE SPEAK WITH ASSURANCE MADE DOUBLY SURE, KNOWING THAT WE HAVE BOUGHT THE BEST THAT IS TO BE HAD.

WE HAVE NOT BEEN GUESSING AT WHAT WILL BE WANTED, YEARS OF BUYING AND CAREFUL STUDY HAS TAUGHT US THAT.

Returned
WE HAVE BOUGHT COMPLETE RANGES IN DESIGNS THAT WILL BE EXCLUSIVELY OUR OWN. THE MOST FASHIONABLE GOODS—NOVELTIES, AS USUAL, THAT YOU WILL NOT SEE ELSEWHERE. THE BEST AND MOST EXPENSIVE GOODS, NOT THESE ONLY, BUT MEDIUM-PRICED AND EVERY-DAY GOODS.

ACCEPT OUR POSITIVE ASSURANCE THAT OUR GOODS WILL BE HANDSOMER THAN EVER, AND OUR ASSORTMENT LARGER.

A FEW BUYERS RUSHED THEIR SPRING BUYING FOR DRESS GOODS. THERE IS NO OCCASION TO REPEAT IT—PRICES ARE FIXED AND WE WILL BE WITH YOU IN GOOD TIME.

BROPHY, CAINS & Co.

23 ST. HELEN STREET
MONTREAL



How to Run a Big Store.

Arrangement and Management of Henry Morgan & Co., Montreal.

AN inspection of the large establishment known far and wide as the Colonial House, or perhaps equally well under the name of Henry Morgan, is an education in itself. Canada's big departmental needs no introduction; but there are many aspects of such a concern which are of interest.

In 1844, Mr. Henry Morgan started a dry goods business on Notre Dame street, Montreal, and was followed a year later by his brother James. The firm originated as Smith & Morgan, and carried on operations thus for some years. Subsequently the establishment was transferred to Victoria



Square where it remained until nine years ago, when the present site was selected as offering splendid advantages for up-town trade.

At first, as has been remarked, dry goods was the sole or at least the chief line; but it is now 22 years since the firm began really as a departmental store. The present tremendous concern is simply the result of a measured and legitimate development, one department after another having been added, year after year, till now there are about 33 separate departments, in which are employed some 500 people. Almost anything required can now be purchased at the Colonial House. Such various goods as drugs, furniture, china and glassware, ladies' and children's boots and shoes, stationery and books, boys' ready-made clothing, kitchen utensils, wall paper, etc., in addition, of course, to all the staples and smallwares, millinery, carpets and men's furnishings which are usually seen in such a store.

The first thing that strikes the visitor is the systematic arrangement of the different departments as to relative situation. You merge from one to another in the most natural way possible. That is to say, you don't find mantlings between glassware and carpets; so that there is not the slightest

difficulty in ascertaining whereabouts any article is to be procured. A brief summary of the arrangement on the different floors is perhaps to the point. There are four floors and a basement. Starting at the top there is the workman's department. This is quite a feature and a characteristic one of Morgan & Co.'s establishment. They go in strongly, as will be seen, for what might be called the active side of business, not restricting themselves to the handling of goods. Here there is a room 60 x 75 feet with the floor spaced off into foot squares, and smaller, so that any size of carpet can be measured. In this room is an automatic carpet sewing machine which will sew 1,500 yards of carpet in 10 hours. This was the first in Canada, and there is only one other. Here is also an electric apparatus for pressing the seems when sewn.

In the adjoining compartment may be seen wire mattress making—a comparatively simple, but very interesting process—the different qualities of mattress being made from the same wire, but finely wove or coarse, according as the coil comes from the machine small or large.

In another part is the room where mattresses are stuffed and made. A new teasing machine is now working, which is an immense improvement on former ones, in that there is no dust caused. An electric fan, which acts as a ventilator, draws all the dust up through the roof, and makes the operation of the machinery much easier and pleasanter. Colonist outfits are here produced, and sold in large quantities to railways and others. Other departments upstairs are the furniture polishing, and the engraving and embossing. The two men in the former are said to be the best in the city. Mr. Morgan has an eye for such men, which is one reason for his success. The engraver was formerly in business for himself, but was bought out and engaged for the firm. The convenience of this department is well recognized. Mantle making and tailoring, with several minor divisions, take up the rest of the top floor; and it will

be admitted that things are not idle.

On the third floor are carpets, curtains, furniture, and, in an enclosed room where the dust will not penetrate, parlor furniture. On the second are the offices of the company, quite spacious ones, and Mr. Morgan's private office, which, for the present, while building operations are interfering somewhat with one or two departments, he has given up to the accommodation of optical and photographic supplies. Nearest to the offices are china, glassware, pottery, silver, and Japanese goods. It is in this range that the proprietor takes especial pleasure, and anyone with an appreciation of the artistic cannot fail to note the excellence of taste here displayed. A fine set of pictures helps to adorn the whole. Further on are ladies' boots and shoes, and then millinery.

Directly in the front of the building, and looking out on Phillips Square, is an almost luxurious room where ladies try on their fearfully and wonderfully made headgear. Most ladies seem inclined to regard this as a purgatorial task; however, everything is done to alleviate the agony in this instance. The room is indeed used as a rendezvous, chairs and tables are provided and writing material, so that the busily inclined may make good use of their time. A beautiful mantel and

mirror stands at one side, which cost \$3,000. After the millinery come the mantles and other goods, and around near the elevator in a private corner is a Japanese tea-room.

On floor No. 1 are the staples, smallwares, men's furnishings and innumerable articles which go to make the departmental, and down in the basement are kitchen utensils, baskets, etc., the shipping department and engine-rooms.

It is, perhaps, premature to say much about the new annex which is nearing completion. It is one storey higher than the main building, and will have two thirds as much space. It is purposed to have a restaurant in the annex which will be modeled after the New York and Philadelphia style. This will fill a great want in Montreal. Art rooms, where cut glass, bronzes and marbles will find display will also be a feature. A great part of the new building will be occupied by the spreading out of departments, like furniture for example, which are at present much cramped. Men's hats and boots, and trunks and valises will be among the newer lines. Two floors will be reserved for furniture. Three "plunger" elevators are in course of construction, which are sunk into the ground to a depth of 90 feet.

Employees in Morgan's are proverbially well treated. Their regular hours are 8.30 to 6 o'clock, with an hour for dinner. There is no late work, except before Christmas. The consequence is that there is always an extra good class of hands. Higher salaries are paid than elsewhere; and applications from other stores are constantly coming in. The result is that customers are courteously served. A few years ago the firm made an appropriation from its profits for rewarding long service, which, needless to say, was highly appreciated. For the last twelve years a good round sum has been divided as a gratuitous bonus at the end of each year. The head of each department has an interest in it, in addition to his salary, and gets a percentage on sales.

A CHARLOTTETOWN WINDOW.

The fact that window decoration has become one of the arts of the age was brought out in a window of Mr. Arthur Alley's boot and shoe store in Charlottetown recently. The work of decoration was performed by Mr. Herbert Sprague. In the south window a large lattice work, trimmed with yellow and white, rested on two white pillars in the background. On this was displayed the firm's famous Bell shoes. The base was covered with white, and white pillars supported handsome palms and geraniums. The trimmings were all yellow and white. In the north window was a large lily, driven by a golden-haired fairy with silken cords, and surrounded with an array of Slater shoes. In the foreground a fountain played, the water falling on a mound of shells and rocks. The bottom was covered with green grass, through which calla lilies were interspersed.

WINDOW DISPLAY FIXTURES.

The developments of recent years which have made window dressing a distinct art have given a great impetus to the designing and manufacture of window display fixtures. A. S. Richardson, manufacturer of wax and papier mache figures, 425½ Yonge street, Toronto, has kept closely in touch with these developments, and now has in stock all the various styles of models used by expert window-trimmers. He has lately issued an illustrated catalogue of the figures, forms and appliances manufactured and sold by him. As this catalogue is the most complete of its kind that has been offered to the Canadian trade in recent years, it should be secured by every merchant interested in window dressing, a subject just how that is attracting much attention throughout the Dominion.

White Goods

Stocked Specially
for MAY TRADE

White Piques

Special Values at
8c, 10c, 11½c and 15c

Victoria Lawns

12 yd lengths at 87½c., \$1
\$1.25 \$1.40. \$1.80, \$2.25
and \$2.50 per piece.

30-yd. pieces at 8¾c., 9c., 11c., 11¾c., 12½c and 13½c. per yard

Large Assortment of Embroideries, and Insertions to match.

Prices of above are lower than present market quotations

Kindly send us a trial letter order for any of these lines with other items on your want list.

Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.

❁ WINDOW AND STORE DECORATING. ❁

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

THE DRAPING OF DRESS GOODS.

IN draping dress goods, great care should be taken in draping the material so as to show off to the best advantage. This tests the trimmer's artistic ability to the utmost.

New designs are coming out every day, and THE REVIEW here (No. 1) presents some of the latest and most artistic ways of draping the skirt forms.

The stands used in these effects are patent stands, but similar ones can be made by any trimmer. They can be lowered or raised to any desired height. The ordinary height is 36 inches.

Fig. 1 is made by pleating the goods three-fourths around the stand with $2\frac{1}{2}$ or 3 in. plaits. Take bottom of last plait, draw same to top of stand and form folds as illustrated. Hold the end in place by pins.

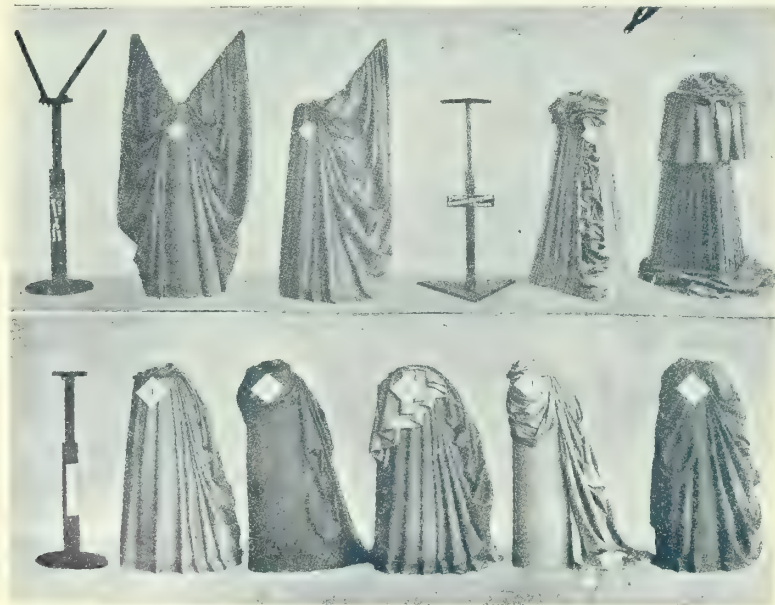


Fig. 2. Same stand as No. 1, only cardboard is tacked top and bottom, so as to form skirt shape. Tack goods to bottom of stand and draw goods up, tacking at top, and drape goods about the top loosely in folds 12 in. wide. Goods remaining can be draped in the rear, as seen in illustration. Avoid creasing the dress front and pull it tight.

Fig. 3 is same as Fig. 1., with the addition of lap folds, which are made by beginning at the bottom and working upwards, decreasing gradually the length of the folds.

Fig. 4 is same as Fig. 2, except in the increased length in folds of front and train.

Fig. 5 is same as Fig. 3, except the lap folds. The front of this figure is formed with shoulder drapery.

Fig. 9 is made by using triangular bottom and top stand (see illustration); take goods and plait two sides of stand in 4-inch plaits, leaving sufficient material to drape loosely around the bottom. On top, drape some contrasting material, same as shown in figure.

Fig. 10. Same stand, only a narrow strip tacked on a slant from the front points of triangle on which to shirr the goods, then, after shirring, plait goods on both sides, same as in Fig. 9, only leave enough goods to drape loosely on top.

Fig. 11. A form of drapery, simple, and exceedingly favorable for showing patterns and designs.

Fig. 12. Same as preceding one, but with double arms, draping to be done from centre, and then caught up in butterfly effect on top.

It is desirable that all stand draperies should be formed, as far as possible, with dress lengths of say six yards. Pins should be the only things used to tack the goods with, and care should be taken not to take them from the mouth, as the pin rusts and consequently injures the goods.

HOW TO DRAPE.

Unless a window-dresser is thoroughly conversant with the art of draping he will not be recognized as accomplished, yet there are many professional trimmers who create wonders in their line but who are unable to hang up a drape.

This statement may be denied by many and it surely sounds very strange. Nevertheless, it is true. If a man in the smaller towns who looks after the show windows is not acquainted with this branch of trimming you need not feel surprised, as he has little or no chance to see or learn. It is naturally easier for him to learn to plait or puff or make wooden fixtures than to put up an artistic drape, simply because he can acquire great skill and ability in these lines without being instructed, while many men will never learn how to drape until they are shown.

Draping is the foundation of the art of window trimming. It gives the window an artistic effect and is always appropriate. Draping is as old as the history of decorating itself, and must never become old-fashioned. Draping, while simple in itself, is difficult to learn and is only accomplished by perseverance. The illustrations convey as near an idea as it is possible to explain.

The drape shown in the drawing is made of cheesecloth, and is constructed in the following way: Take a thin bendable strip of wood, say $\frac{1}{4}$ by $1\frac{1}{2}$ inches. Fix the lengths according to size of your window, puff it with cheesecloth, bend it to the shape of a semicircle, and place it in centre of window. Place it slanting, vertically or horizontally, to suit your fancy.

If your window measures 3 yards, take from 9 to 12 yards of cheesecloth or other material, allowing 1 to 2 yards of extra material to hang down on the sides. The festoons as shown in sketch require about $3\frac{1}{2}$ times as much cloth as the distance from one rosette to the other.

If you desire to drape deeper, allow about 4 times as much

Mr. Merchant:-

*Have you ever considered for a moment the advantages to be gained, the time to be saved, and the increase in your profits to be made by handling Skirt Bindings made from Velveteen manufactured specially for the purpose, evenly cut and smoothly joined, put up on reels *all ready to hand to your customer?**

Moreover, have you considered that the trade mark

“S·H·&M·”

stamped on the back of every yard signifies that the goods are made by a firm engaged exclusively in the manufacture of Skirt Bindings, and are the best which it is possible to produce?

If *YOU* have not, possibly *YOUR COMPETITOR HAS*, and is thereby reaping the benefit of much trade that should come your way. Turn this over in your mind. It is of importance to your business.

WE CARRY THE FOLLOWING IN STOCK AT OUR TORONTO WAREHOUSE:



S.H.&M. REDFERN Bias Corded Velvet, 1 $\frac{3}{4}$ -in. wide.

S.H.&M. BELLE Plain Velveteen 1 $\frac{3}{4}$ -in. wide.



We will be pleased to send samples and shade card on request.

The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H.&M. Skirt Bindings

24 Front Street West, TORONTO, ONT.

MANCHESTER, ENG.



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



— MONTREAL.

Just to hand--

Black, White, Cream and All-Colors in

42-in. Chiffons and Silk Organdies.

White All-Over Laces.

White Tuckings.

Special value in Black Canvas Cloths
and Silk Grenadines.

Trefousse Kid Gloves.

Rouillon Kid Gloves.

Careful attention given to Letter Orders.



TORONTO OFFICE :

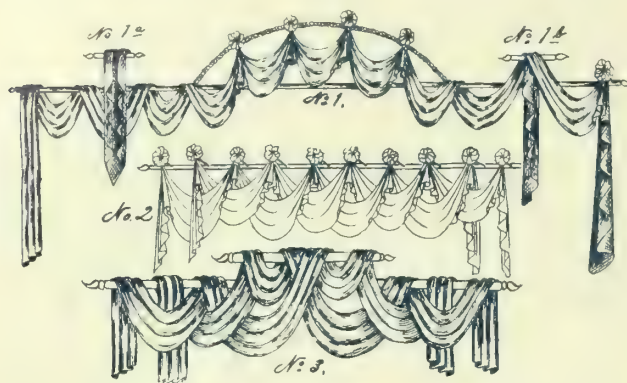
25 COLBORNE STREET.

WINNIPEG OFFICE :

McINTYRE BLOCK.

WINDOW DECORATING—Continued.

for the festoons. Take the goods, divide it into two equal parts, or find the exact centre of it and pin it there by the outer edge of goods on the centre of the semicircle; after this form the



rosettes one after the other, one to left and other to right. Rosettes are made in this manner: After the cloth has been pinned in centre to semicircle, continue the pinning every two feet or so. After you have it all divided up evenly, take hold of the goods about 10 inches below the pins, gather it in with your fingers

The sections Nos. 1a and 1b are made of separate pieces of cloth thrown over a short piece of curtain pole, which is projected about a foot from the background. These sections are more adaptable to silk drapery, and require a square piece of very wide cloth, not narrower than 36 inches.

To construct No. 1a, this piece of cloth is laid upon the counter in diamond shape, like a napkin, and the cloth turned over from either end into wide pleats to and fro until the extreme points are thus folded.

No. 1b is the same, with the only difference that the diamond-shaped piece of cloth is folded or cut into triangle shape and folded from one side only. These pieces thus prepared are folded again in the middle and thrown over the pole, showing only one-half of their entire length.

If you wish to have them hang down lower, take a longer piece of cloth, cut the ends into diamond or triangular shape, and proceed the same way. The effect of this style of draping is greatly increased by trimming the edges with tassels or fringes.

Drape No. 2 is one of the most effective, and consists of two pieces of cheesecloth, silkaline or light silk. Two contrasting or harmonizing colors are very desirable in this style of drapery. It is the plain rosette drape projected from the



No. 2—A MERCHANT TAILOR'S WINDOW.

and tie a piece of twine tightly around it. Then lift the cloth up to the pin and put a second pin in where it is tied, thus pinning it to semicircle. This leaves a bunch of cloth for a rosette, which you turn inside out and form into shape of rosette.

After you have made the second rosette the first has formed itself almost perfect, and, by working your fingers through the different folds so as to get them even and graceful, one festoon is completed. Proceed through the rest in same way. The other part of drawing No. 1 is like the No. 3, and will be explained later.

wall by heavy knitting needles. You drive these in first, and start by pinning up your cloth at one end (right end first) and continue with it until left end is reached. When commencing with the second bolt of cloth, do not unroll any more of it than is necessary to push it alternately through the loops of the first piece. After you have thus covered your background, proceed to form the rosettes; pull, push and pat the folds into their proper places, and you have then produced an artistic and effective drape.

Drape No. 13 can only be made with heavy plushes or velours or rich drapery silks or any goods with two right sides

Is Your Store Gloomy and Cheerless?

Then you're the man we want to talk to. We've got a booklet which does what its title says it does. It's entitled "Let's Talk Shop." Send for it. You'll know more about how a store ought to look after you've read it than you know now. It also tells about us and what we know of SHOW CASE making, and that's a whole lot, because we've been at it now for 36 years.

The illustration herewith represents our latest achievement. We call it

PHILLIPS' ILLUMINATED

Silent Salesman
TRADE MARK

It is the most advanced show case that has been presented to the trade. Don't forget to write for the booklet.

John Phillips & Co.,
LIMITED

**DETROIT, MICH. and
WINDSOR, ONT.**

Address us at Detroit.



PRACTICAL STORE FIXTURES

PRACTICAL RIBBON CABINETS.

MADE IN EIGHT SIZES.



NO. 4 CABINET.

Price List of Ribbon Cabinets.

No. 0—Size 28x7x27, 50 bolts, No. 7 ribbon	\$ 6 00
No. 1—Size 28x15x27, 100 bolts, No. 7 ribbon	10 00
No. 2—Size 28x15x34, 130 bolts, No. 7 ribbon	13 50
No. 3—Size 28x20x38, 250 bolts, No. 7 ribbon	18 50
No. 4—Size 28x25x38, 325 bolts, No. 7 ribbon	23 00
No. 5—Size 28x31x38, 400 bolts, No. 7 ribbon	26 00
No. 6—Size 28x37x38, 475 bolts, No. 7 ribbon	30 00
No. 8—Size 28x47x43, 700 bolts, No. 7 ribbon	42 00

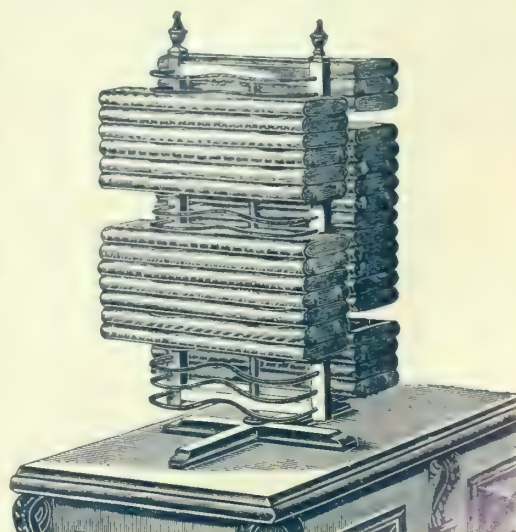
PRACTICAL REVOLVING COUNTER AND FLOOR FIXTURE.

"Show me
that
bottom
piece!"



KEEPS
STOCK
UP.

NO LIFTING
OR TIPPING
OVER.



Counter Fixture, [revolving], Height 3 feet 6 inches 6 00
Counter Fixture, revolving, Height 6 feet 20 00
Counter Fixture for Veilings, [new and desirable]..... 6 00

SOLD BY JOBBERS ONLY.

Write for Catalogue of Practical Store Fixtures. . . .

A. N. RUSSELL & SONS,
Manufacturers, ILION, N.Y.

WINDOW DECORATING—Continued.

—as both sides are shown unless you cut the goods. It consists, like No. 2, of two pieces, and an endless variety of designs can be made with this style of drapery. The sections No. 1a and No. 1b are very appropriate with this drape, and separate rosettes, heavy silk cords, tassels and fringes will greatly enrich it.

More skill is required to put up this drape than the former two, as, unless it is executed to perfection, it is unattractive. Throw the goods over a curtain-pole projected from the background, and let the first end drop down to the floor, then fold the goods carefully into about four to seven folds, and form the loops, as shown in the illustration, without ever letting the folds become uneven or irregular, something which is more difficult to avoid than the sketch exposes.

In brief, drapery is easily learned, and no ambitious amateur will rest until he has acquired full ability to put up an artistic drape.

MERCHANT TAILORING DISPLAYS.

Displays of tailoring goods are usually unattractive, owing to the sameness of colors of tweeds, etc., but, by careful study beforehand, inviting trims can be made from goods of the merchant tailor.

One thing that a display of this sort requires is a rich, bright background, lighter in color than the goods shown. The reason that trims of this kind are not attractive on the average is because the backing is not lighter than the goods shown.

The illustration (No. 2) on page 20 explains the right idea. The background is made by covering it over with cheap white cotton, and then pleating white cheesecloth over it. A drapery of purple, or some nice contrasting color, is formed over the top. (See explanation of draping in preceding article.)

Two shelves or steps are utilized, to raise the two rear tiers of piece goods. The goods are draped over the stands (see drawing) used for this purpose. This stand should be used by all merchant tailoring houses as it is inexpensive and effective. The steps and floor are covered with light yellow silesia. Furnishings, such as umbrellas, canes, etc., are laid on top. Every piece of goods is ticketed similar to this :

A STYLISH SUIT
To Order \$15

The ticketing is one of the principal things to be remembered, and I consider a trim of this kind useless unless well price ticketed. Every price of goods shown should be placed well apart. Don't crowd. Show a few at a time and change often.

Fashion plates, framed and shown on easels, always look well ; a large mirror or two well placed at angles will help a display a lot.

While the illustration shows a good practical idea of a tailoring trim it is only one idea and should not be used every time.

Any clerk or merchant with any ability at all ought to be able to work out novel window trims. Introduce anything and everything into the windows that will stop the passer-by to look

in the window. A few potted plants in bloom placed here and there will help the trim considerably.

One thing to be remembered is to avoid placing the dark colors together. Mix in the light tweeds with the dark ones, one light color between two darker ones. By observing the different backgrounds of the various photos of trims shown in these columns the merchant tailor can carry out the same or similar designs in his tailoring trims.

There is no illustration shown but from it some idea can be gained that can be carried out in the merchant tailor's window as well as in the dry goods or other lines of merchandise.

The Queen's Birthday is almost round again and it behooves the merchant tailor to get up a creditable display for this event. Dozens of different ideas can be thought out in which flags, electrical mottoes, maple leaves, etc., can be used.

A suggestion that will prove profitable is this : Purchase a gent's wax form. Make up a nice stylish suit to fit it and place it in centre of window with a card at the bottom of it, reading similar to this :

A PERFECT FITTING SUIT
LIKE THIS
MADE TO ORDER \$20.00
FOR

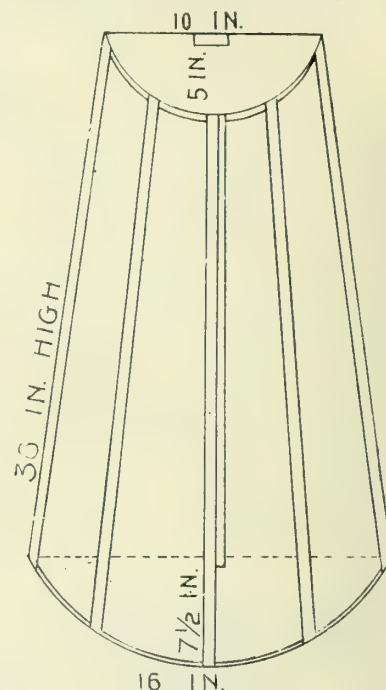
Drape suitings in with it at \$20.00 a suit and this will sell them. This idea conveys a better idea to the intending purchaser and will be found to pay for itself. The suit made specially for this figure can always be disposed of after it is used, without any loss whatever. While these figures cost considerable, some of them as high as \$60 and \$75, yet a very nice figure can be had for \$25.00 and can be used over and over again for showing suits, overcoats, etc., on, and in the end it will be found a good investment.

H. H.

A SPECIAL ESSAY ON WINDOW TRIMS.

Window decoration is a subject which should be given just as much careful attention as any other branch of the mercantile business. It is the best advertising medium a merchant can have, providing his store is so situated that the majority of people pass by every day, and this is generally the case with drygoodsmen as they usually occupy business houses on the main thoroughfare of the town.

Window decoration is an art in itself. The taste and knowledge of a skilled man in this vocation are seldom questioned and in large stores they enable him to draw a large salary. There are also many devices for the attractive dis-





NOW READY:

Red and Black and Fancy Flannels.

Foulard Linings (all shades).

Flags and Bunting.

WINDOW DECORATING—Continued

play of goods to the passer-by, for instance: Cornice fixtures, metal standards, brackets, projecting arms, wax figures, mechanical appliances, electrical appliances, etc., all of which are essential to window decoration.

As a matter of fact, window decoration is never learned, there is always something new being brought out, some advanced plan of arrangement and construction produced, and these are not the result of one person's study, but innumerable heads all working in the one direction. To be a successful trimmer, one must think night and day and even dream over it, for constant thought and sound hard work is the price of success.

I have always found that the secret of successful windows is to have an attractive background that will instantly command attention, and then the placing of goods in such a manner that in looking at the display people will note the

print them more satisfactorily and to better advantage. In summing up there are three things a trimmer should remember:

1. A thoroughly clean window.
2. A window judiciously and artistically arranged.
3. An endeavor to trim so as to make it easy for the customer to part with his or her money.

J. D. GAFFERY,
Brockville, April 15, 1900. With G. Wright & Co.

SPECIAL WINDOW IN VICTORIA.

An illustration appears in this number of a tasteful display at "The Westside," The Hutcheson Co., Limited's, store on Government street, Victoria, B.C. The general appearance, which is due to the skill of Mr. C. W. Hills, is well indicated in the picture. The background was of white puffed cheesecloth in the form of a doorway, the edges being finished with mauve puffed in the same way. The top part of the back-



quality and excellence and generally purchase them. One must have an attraction that will induce the people to stop and inspect, otherwise your window will be a failure.

The paramount idea in window decoration to date is concentration, simplicity and force, all three combined to create an impression on the passer-by. This is a busy world and people have no time to stop and study out the meaning of a window. Another important factor and one which is essential to window decoration is card writing. Every merchant expects this, and even in large places where a man is employed for this work alone a decorator can print his own cards or should be able to

ground was finished off with white cheesecloth pleated in the butterfly design. The centrepiece in one window was an "Irish harp," done in emerald-green puffed cheesecloth. The centrepiece in the other window was a crescent, also done in emerald-green cheesecloth puffed.

On the sides, which were pleated with white cheesecloth, were hung emerald-green Irish harps (which have not come out in the photograph). Emerald-green ribbon was hung from the top of each window. The puffing was prepared by hand previously, which enabled Mr. Hills to complete the two windows in eight hours.

"Lawrus" Fabrics.

REGISTERED TRADE MARK NO. 176206.

These Dress Fabrics can Only be
Supplied by * * * * *

LAW, RUSSELL & CO.
BRADFORD.

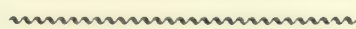
Our **REPRESENTATIVE**, Mr. Haley, will be at the
QUEEN'S HOTEL, TORONTO, and the **WINDSOR HOTEL,**
MONTREAL, in **APRIL AND MAY**, with an **extensive** range of
new styles for the **Fall Season**.

....Every Yard is Stamped "Lawrus."

The **W. R. BROCK COMPANY**, (Limited)

LATE
JAS. JOHNSTON & CO.
MONTREAL.

The Great Assorting House of Montreal.



With increased space for carrying stock, we have also
perfected our system for "**rapidly**" filling **orders**. Many
hitherto scarce lines are now being passed into stock.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

HEREWITH I reproduce an advertisement each of John White & Co., of Woodstock, Ont., and Starr & Sutcliffe, of Kingston, Ont., reduced in size. I refer to them here because the Woodstock advertisement is a good one—a particularly good one—and because the Kingston advertisement narrowly escapes being good.

JOHN WHITE & CO. JOHN WHITE & CO

A Bright, Busy Store.

Fine spring weather opened many doors yesterday that were closed Tuesday. The bright skies brought many bright eyes to view the very practical display of beauty at White's Easter opening Days. Spring is here, and less than a week till Easter. We're very busy these Easter times but very well prepared.

EASTER MILLINERY

You have a more practical way of indorsing a store than to merely utter words of praise—you give your business to the store that serves you best. Measured by this sure standard, a standard wherein favoritism and flattery have no part, this is quite the best millinery store in town because it is the busiest. Plenty of sales people and lots of helpers busy as bees with the Easter work. Has your order been given? We can still promise promptness. The hats at \$5 and \$6 are chiefest attraction. Then, some for more and some for less. Children's Millinery receives greater attention here than ever. There are some very prettily trimmed hats as well as hats for play-time and school-wear.

BUSY SILK AND DRESS GOODS STORE

The increased sales in these two departments prove the rightness of the goods we have gathered for this spring and summer's business. No silk or dress goods store Woodstock ever had travelled so far, worked and studied so hard to have silks and dress goods right, because no store ever had so much business to care for. In the broad way of satisfaction-giving you are sure of the goods we sell. The dress goods and silk selling of Woodstock is centering here because we most fully meet the daily demands and there is safety in the prices.

Colored Dress Goods from 25c to 3.00. Black Dress Goods from 25c to 1.00 a yard. Colored Silks from 25c to 2.50 a yard, Black Silks from 25c to 1.50 a yard.

Women's Hosiery

There is good fortune for you in this splendid stock of black hosiery today. If you compare values you'll appreciate it all the more.

Women's Plain Cashmere Hose, full fashioned, at 25c, 35c, 45c, 50c and 60c a pair.

Women's Ribbed Black Cashmere Hose, at 35c and 50c a pair. In Black Cotton, life and artificial silk line, the opening is larger than you have been accustomed to even in these stores. As to value we leave you to judge. Prices 10c to 1.00 a pair.

Women's Belts

Patent Belts at 75c to 1.25 silk, satin and leather. Tag Collar Belts at 50c, 1.00 and 1.10 in black, tan, grey, brown.

Leather Belts at 75c to 1.00 each. Belt Buckles in steel, rose gold, oil silver, A.C., at 25c to 1.00 each.

Women's Gloves, 75c

Lambton looks like cat, tan, black, white and color, two donors, neat embossed. Compare them with 1.00 gloves.

At 1.00 a pair, the "Lambton" real kitchen gloves is the best we could find and we can assure of these. Black, white and all popular styles in solid colors, 1.00 a pair. Guano kid gloves, at 1.25 a pair, is made of the best quality of French kid skin and we think it is just as good as most of the gloves. If course there are other places here too.

Women's Neckwear

Black, orange, tan, handkerchiefs, in all patterns and colors, at 25c to 50c. Neckties with Val. handkerchiefs, at 25c. Child neckties with silk fringed ends, at 75c and 85c.

Stock Collar made of satin ribbon, new shape, in black, white and colors, at 25c each. Fancy Ribbons for belts and collars at 25c to 75c.

MEN'S SPRING TIES—50c for 25c

They are the best in the way. The ties were bought by a Canadian maker to put into his stock, but they sold out so an other maker who made them into ties, the only difference from a 50c tie to the 25c. May be enough to tell over tomorrow night.

MEN'S SPRING HATS

Take the most up-to-date today 2.00 and 2.50 hats. We have black and four colored brown in stripes, and about a dozen different colors in soft hats. Every new shape that's out from the very dignified to the comfortable light weight pearl soft hats. Christy's theory on the true quality of feather weight is the rule for felt hats. It is a splendid hat.

Hats get you a new look. Easter a few days before you'll feel more at home in it. Men's Spring Hats come at 1.00. Men's Spring Suits at 1.00 to 14.00.

John White & Co.

If Starr & Sutcliffe are so anxious to be put to the test regarding their prices, why don't they quote some of them? The fact that their advertisement, except in one lone and solitary instance, carefully refrains from mentioning prices, and deals almost entirely in glittering generalities, weakens a well-written and well-displayed business announcement. I have no doubt that Starr & Sutcliffe, buying and selling goods for cash only, can easily, other things being equal, undersell stores doing business on the credit system. And probably they do undersell these other stores. But why do they not give point to their advertising by some striking illustrations of the way their

Have You Been Wondering

—HOW THIS STORE OUTSELLS AND UNDERSELLS EVERY OTHER STORE IN THIS SECTION, AND YET SELLS ONLY RELIABLE GOODS OF A HIGH GRADE CHARACTER?

THE EXPLANATION IS SIMPLE—

--It lies in the difference between the cash system of buying and selling and the old-fashioned credit methods. The difference between small profits for cash and large profits for credit. We believe in the new way. These little economies count up. You cannot afford to ignore these economies.

WE COUNT NO STORE

OUR SUPERIOR FOR VALUES AND QUALITY.

WE COUNT FEW OUR EQUAL.

You can put us to the test. You can pay railway fare to Kingston and save money by making your spring purchases here.

EASTER MILLINERY IS READY.

Spring Jackets, Reefers and Capes are in.

Wrappers, Underskirts, Dress Skirts, Shirts Waists are here in abundance. Dress Goods and Silks in styles and at prices that are irresistible. Wash Fabrics in Prints, Ginghams, Muslins and Lawns from 5c, 10c, 12½c to 40c yard.

Easter Gloves and Hose, latest French and German novelties.

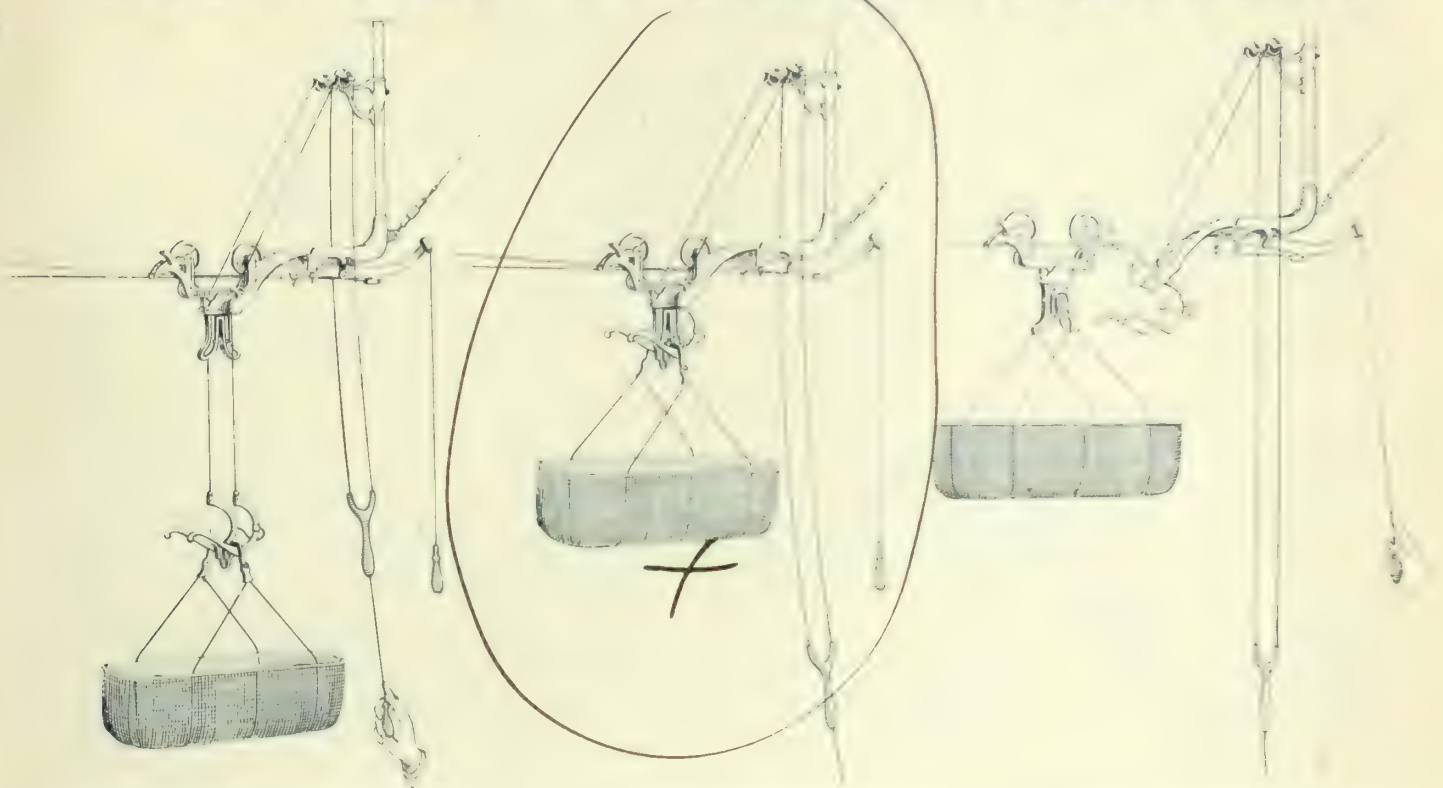
We Do It All

FIT YOU OUT IN READY-TO-WEAR GARMENTS AND MILLINERY, OR MAKE TO YOUR ORDER AS YOU WISH. ARE YOU OPEN TO CONVICTION? WE ARE READY TO DO THE CONVINCING. IT'S EASY.

STARR & SUTCLIFFE

118-120 PRINCESS ST., KINGSTON.

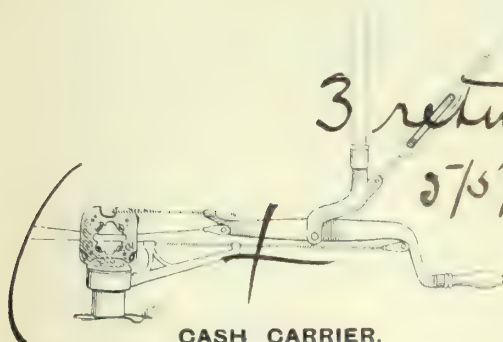
CASH AND PACKAGE CARRIERS



IN THE ACT OF BEING RAISED OR LOWERED.

IN POSITION TO BE SENT OUT.

IN THE ACT OF BEING SENT OUT.



CASH CARRIER.



3 returned
5/5/00

Store Service
Methods,
Package and
Cash Carriers,
Pneumatic Tubes,
Cable Carriers.



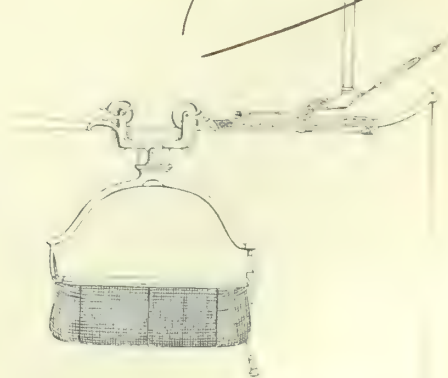
MESSAGE CARRIER.



OUT STATION GRADE CARRIER.

No contract too small, none too large.

Send for estimates, circulars, testimonials, etc.



LOW LEVEL PACKAGE CARRIER.

HAMILTON BRASS MANUFACTURING COMPANY, LIMITED

259 to 269 James St. N., HAMILTON, ONT.

GOOD ADVERTISING—Continued.

store "outsells and undersells every other store" in their section, and yet "sells only reliable goods of a high-grade character?" If they had done so, their advertisement could not be very much improved, except in the headline. This headline is pointless. The headline of the White advertisement, on the other hand, is a "winner."

Another point of superiority about the White advertisement is the fact that there is no waste space about it. The matter is closed up good and tight, and yet there is quite enough white space about it to give the proper type effect. The Kingston advertisement, on the other hand, appears to have been made to fit a certain space. The result is that this advertisement has a "loose," unbusiness-like aspect.

The practice of contracting for a certain space to be used daily or weekly or otherwise is all wrong. It is particularly wrong in the case of a store. In the case of a store, the advertising requirements vary from time to time. To-day one may need a whole page. Yesterday, a half-page may have been needed. To-morrow, a quarter-page or less may be quite sufficient space. If it be necessary to make a contract, let it be a contract for a certain space, to be used as required. Then make the advertisements be as economical of space as may be done with advantage.

* * *

This advertisement of Finley & Son, of Meaford, Ont., is a horrible example of an advertisement trying to fit a space instead of the space fitting the advertisement. The pub



**Our Spring Stock is now complete
in all lines.**

Buy early and save money.

**Prices will have to advance in a
short time.**

R. FINLEY & SON.



lisher who allows this kind of thing to appear in his newspaper is doing himself an injustice as well as allowing the advertiser to waste his money. The impression the onlooker gets is that space in that paper is not worth much.

* * *

The trouble with the average publisher is that he really knows next to nothing about advertising as an art. All publishers know the importance of getting advertising, and most of them proceed to get it by hook or by crook. But whether the advertising will ever do anyone but themselves any good is a matter that the great majority of publishers never bother themselves about. They remind one of the man who, with great difficulty, secured a lucrative public office and then refused to do any work. When remonstrated with his reply was: "Hadn't I enough difficulty to get here without doing any work, now I am here?" The publisher who gets an order for the insertion of an advertisement is responsible to do all in his power to make the advertisement pay the man who pays

for it. If space in The Meaford Mirror doesn't cost Finley & Son anything, they may perhaps be excused for wasting it. But, to have the impression abroad that Mirror space is valueless, is certainly not to the advantage of the publisher of The Mirror.

Advertisers in great city newspapers are, as a rule, careful not to waste space. Yet, in proportion to the number of readers to be reached, it probably costs less money to use The New York Herald at 50c. a line than to buy space in The Mirror at its regular rates or even at half its regular rates. In other words, an advertiser in The Herald can better afford to waste space than can the advertiser in The Mirror or other country weekly. Yet, take up almost any country weekly and numerous examples of wasted space can be found in its advertising columns. In a great metropolitan daily nearly all advertising pays the advertiser. In a small country paper not half the advertising pays

anyone—not even the publisher—and one of the main reasons for it is that a very large proportion of the advertising columns of the latter is wasted. If there is anyone who should be careful of his advertising space it is the man who uses a paper of small circulation, and, therefore, a paper with a small advertising rate.

* * *

Is it good advertising to use the flag of one's country for business purposes? Most national flags are handsome, and one of the handsomest is the good old Union Jack. As a filler up of space in a circular or newspaper or other advertisement the Union Jack is certainly very handy. But the question is: Is it in good taste to drag the flag down to the level of a drummer for business? When one thinks what the British flag stands for; of the thousands and tens of thousands who have gladly fought and bled and died for it; of the many thousands who are fighting and bleeding and dying for it now, the effect, I am sure, is to cause one to turn away from someone who tries to harness it up to a selfish interest. Mr. McMaster is, no doubt, very much attached to the flag in more ways than one, but I am sure that I would not feel impelled to go into his store to make a purchase merely because he appears to be "truly loil." I think that Mr. McMaster, however good his intentions may be, will agree with me that he is making a mistake in assuming that the British flag is his to so great an extent that he is justified in placing his name on it. His neighbor merchant has, doubtless, just as much right to the flag as Mr. McMaster has. The fact that this neighbor has too much respect for so gloriously sacred an emblem to use it for catch-penny purposes will not, I am sure, drive trade from his store to Mr. McMaster's.



SPRING 1900.

Our stock is now complete in every line. Nearly all kinds of Dry Goods, Clothing, Men's Furnishings, etc., have advanced in price, but by reading the following pages of this Booklet, you will see that our prices for first-class goods are as low as the lowest. We are expecting a call from you.

W. A. McMASTER,

Wright Block, Madoc.

“ONE DOZEN”

We have **twelve** travellers exhibiting our samples from the Atlantic to the Pacific, and they carry the largest assortment of **Fancy Dry Goods** shown in Canada. All departments fully replenished for the **assorting trade**.

FALL 1900

They also have a full line of **Jackets, Capes and Underwear** for Autumn and Winter Trade.

SPRING 1901

Don't fail to see our range of **Embroideries** and **Flouncings** for Spring, 1901. They are now being shown by our travellers, and only **early orders** can secure **early delivery**.

LETTER ORDERS SOLICITED.

~~~~~  
THE LACE WAREHOUSE OF CANADA.

~~~~~  
KYLE, CHEESBROUGH & CO. 16 ST. HELEN STREET MONTREAL.

THE PROCESS OF MERCERISATION.

THE original process of mercerisation invented by William Mercer, in 1850, was chiefly a mechanical one, and was applicable to short-stapled cottons only. Mercer discovered that a solution of strong caustic soda, with added friction, produced a remarkably lustrous effect upon cotton, but the defect was that the lustre vanished after washing, bleaching, or dyeing. However, a little over three years ago, Dr. Liebmann perfected his process, which is a chemical one, and is applicable to the finer longer-stapled cottons; in fact, the finer the staple the better the mercerisation and the silk-like effects produced. Under Dr. Liebmann's process the cotton, when in the chemical solution, is stretched at high tension—a tension of 2,000 lb. to 3,000 lb. to every pound of yarn. In a few minutes the transformation is complete. What was formerly a dull-looking grey yarn has had imparted to it a lustrous, silk-like appearance, which is even heightened by subsequent washing or dyeing. After its caustic bath the now mercerised yarn goes through another simple process, under which all traces of the soda are removed from the tissues, which are then ready for bleaching or dyeing. The high pressure referred to is for the purpose of avoiding shrinkage in the yarn, as well as to produce, under the action of the caustic, the lustrousness or mercerisation of the staple. In short, under the present system, once this lustre is secured it is absolutely permanent. In the mercerisation "bath" chloride of zinc is sometimes used, as this chemical enables deeper colors to be obtained when the yarn is required for subsequent dyeing; and, besides, these deep colors are then obtained with the use of a less quantity of dyes than would otherwise be the case. Indeed, a noteworthy fact in connection with the mercerising process, in addition to the consideration that, after treatment, the yarn is actually stronger than before, is that the staple displays a greater affinity for colors—and especially black and certain bright colors—than in the unmercerised state.

THE B. & C. WRIGHT BUST FORM.

THE B. & C. Wright bust form, to which reference was made in the March issue of THE DRY GOODS REVIEW, is now being supplied to the trade by the makers, Brush & Co. The good points of this form are so pronounced that it is not surprising it is already being received with much favor.

The stylish low bust, which is this season being introduced, is generally obtained by padding, which is so frequently injurious to the natural bust, but with the B. & C. form the low bust effect may be obtained in graceful lines without the discomfort of padding.

Another strong feature of this form is that there are no heavy steels in the front or at the sides, which, in corsets, are so often condemned by physicians as being injurious to the wearers' health and comfort on account of the constant pressure at the pit of the stomach, causing, in many cases, indigestion and other stomach disorders, especially to delicate women. As there is no pressure with the B. & C. form on the stomach and lungs a woman can breathe as freely as when wearing nothing but a loose wrapper. The back, too, is free from steels, which so often flatten the back and heat the spine thereby preventing the wearer from standing in a natural position, which is one cause of women having a high abdomen as they so frequently rely upon the corset, and depend entirely on the stays to hold them up.

These advantages detract nothing from the symmetry of the form, for the latter presents an even appearance from

shoulder to waist form, with a beautifully curved waist line, and short over the hips. Owing to its pliability and firmness the waist of the wearer can be reduced without injury. Slender women often find that the corset simply braces them about the waist, while this form is particularly adapted to medium and slender women and gives a beautiful and natural-looking form, also a longer waist effect. With this form, slender women can wear to advantage tailor-made gowns.

By the use of featherbone in the cross-bones, which makes it impossible to cave in the bust, and prevents heat and pressure on the natural bust, and of suspender straps fastened by hooks and rings, a perfect fit is given by the form, which, at the same time, acts as a shoulder brace, giving the wearer an erect position without any sensation of pulling at the shoulders.

It is claimed by its makers, Brush & Co., that this form is much more durable than a corset, because of the different construction and the quality of the material used, and that it is lighter in weight and more pliable, yet stronger, because of the absence of heavy steels.

FEATHERBONE AND THE PULLEY BELT.

In conversation with Mr. Reid, of the Canada Featherbone Co., who has purchased from Koch & Co., New York, the patent on the Pulley belts and collars which are having such a record run in the United States, he said that Featherbone had made this belt largely a possibility since, without some such pliable stiffening which offered no rough ends like steel or whalebone that would have a tendency to protrude through the belt, the Pulley belt would never be the success it is. While the Pulley belt is a tightening of the sash belt (one of the great features that commend it to the dressy lady), the very tightening of the sash or belt would "string" it in a way that would lessen its utility; but the combination of the two seems to be successful in producing a belt that every lady wants, giving support and enabling her to feel the pressure of the belt.

Mr. Reid stated that many merchants were under the impression that the Pulley belt is only a fad. But the many points that commend it to the well-dressed woman is bound to make it permanent. It is surprising to find the number of uses to which featherbone can be put. As an article for boning waists it has no equal and wherever stiffening is required in ladies' garments it must commend itself to all successful dress-makers. Its component parts being constructed from turkey quills it can never lose its qualities through change of climate or contact with the person. The Canada Featherbone Co. are sure that the many uses featherbone might be put to are only beginning to impress themselves on the minds of the average person.

W. H. Otto & Co., general merchants, Elmira, have found business in such a healthy condition that they have been obliged to secure more room, and have procured same in the adjoining premises to the south, connected by an archway. This new addition will be utilized for ready-made clothing and gents' furnishings generally. Mr. Otto speaks most confidently of the future of their rising town.

The premises of the George Caudwell store, Brantford, which has attained such a high reputation under the able management of Mr. M. Beckett, is being extended by a large new addition to meet the pressure for more room in the house-furnishing line. Mr. Beckett is a very busy man, and is sure to get for his establishment the best goods on the market. The premises will in future be lighted with the Luxfer prisms.

The Penman Manufacturing Co.

Limited

Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.

Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS :

D. Morrice, Sons & Co., Montreal and Toronto.

Special Drives, many of them NEW LINES received within the past 10 days, but all of which must be cleared before stock-taking, end of May.

New Fancy Dress Muslins, Alhambra Corded Zephyrs and Jacquard Swiss.

White, Light Blue and Dark Blue Piques, from 12c. to 35c

High-class Scotch Ginghams, White Dress Ducks.

Dress Linens, at 8c., 8½c., 9c., and 10c. per yard

Art Scrims, Furniture or Wall Chintz.

Single and Double Width Cretonne.

Black Dress Goods, from 16c. to \$3 00 per yard.

Black Silk Grenadine, from 75c to \$3 00 per yard.

NEW LINES in Black Fancy Dress goods, at 16c, 19½c., 37½c, 55c, 70c, 75c., 90c., \$1.00 and \$1.10 per yard.

Plain Black Lustres, from 15c. to 90c per yard.

Plain Cream Lustres and Fancy Cream Lustres, from 27½c to 70c.

The Very Latest Novelties—Dress Goods with Lace Insertion.

Shepherd Checks, Windsor Checks and West End Checks.

New Homespuns, checked and plain, Khaki, Light Grey and Oxford.

Silk Stripe and Check Muslin Blousings. These, and some Plain and Fancy Silks at 18½c up, are worthy of attention for Bargain Days.

We have the best value for price in Plain Black Silks that is shown in Canada.

A Very Special Drive in White, Cream and Butter Fancy Cotton Dress Lace, at a trade discount of 20 per cent. off regular prices.

Val Laces and Insertions, full range in White, Cream, Butter and Black.

Muslins of All Kinds, Ruffled Tuck, All-overs, Apron Lawns and Mulls, Persian Lawns and Organdies, Swiss and Scotch Spot Muslins.

Two special lines of Spot Muslins just received, at 10c. and 19c.

Cotton Hosiery, Ladies' and Misses' Summer Vests of all kinds.

Gloves, in Silk and Taffeta, full ranges of White, Creams and Colored, besides Staple Blacks.

THE LATEST IN BELTS.

Patent Leather Belts, with Pulley and Snap Fasteners. Beaded Belts, the lowest prices yet produced; these will be in stock the first week in May. Pulley Buckles, Pulley Rings and the **NEW COMBINATION SETS**, Slides and Rings, just out. Sash Ribbons for Pulley Belts, in Liberty Satin, different widths, all colors.

BROPHY, CAINS & CO.

23 St. Helen Street

Montreal.



The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE
PROVINCES OF BRITISH COLUMBIA, NORTH - WEST TERRI-
TORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA,
NEW BRUNSWICK, P.E. ISLAND AND NEWFOUNDLAND

OFFICES :

MONTREAL, (Telephone 1255) Board of Trade Building
TORONTO, (Telephone 2148) - 26 Front St. West
LONDON, ENG. (J. Meredith McKim) 109 Fleet St., E.C.
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann St.
WINNIPEG (J. J. Roberts) - Western Canada Block.

Traveling Subscription Agents (T. Donaghy
(F. S. Millard.

Published the First of each Month.

Subscription, Canada, \$2.00; Great Britain, \$3.00.

Cable Address: "Adscript," London; "Adscript," Toronto.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions

MONTREAL AND TORONTO, MAY, 1900.

**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

BUYING AND DELIVERIES.

TRAVELERS are now out on their respective routes with samples for Fall. The demand is strong for tweed skirtings just now, but for Spring there is only a limited number shown. On the other hand, for Fall there is quite a variety, both in plain effects with plaid backs, and others showing plain colors on both sides. Tweeds are unusually heavy as a material to be used for skirtings; and they will, of course, be unlined, with a view to counteracting this circumstance. They will also be cut so that they will not be of more than ordinary weight. The shades are, for the most part, in blues. Oxfords are prominent, as also brown mixtures with light colored backs to contrast.

Most of the buyers have been abroad for some time. This year they are earlier than usual. They were forced to go earlier because of the fact that orders were being placed in view of advancing prices. The trade seem at last to be waking up

to the state of affairs, and the result is that the wholesalers have had to hustle.

"Order early; forget to do everything else, but, for goodness sake, remember to order early, or you will not get anything at the price you are willing to pay," has been the cry for the past 12 months. Now the trade are ordering early, and the result does not appear to be quite satisfactory even yet. It is very seldom that the travelers have started out so soon with Fall goods as they have done this season.

The deliveries from the Canadian mills are improving; that is to say, for Spring, they are now at length getting out the stuff which was looked for two months ago. Some lines, however, are still scarce. The same cannot be said of Fall deliveries. The outlook for them is not at all promising. Most of the mills are filled up, and it is going to take them so long to fill their Spring orders completely that they will be late in starting at Fall work. The necessitated early buying on the part of the wholesale men has made this feature more speculative than usual. They cannot tell so soon what the exact or proportionate requirements of their customers are going to be, and in this way there are certain drawbacks to an otherwise favorable situation. Though they are pushed just now, when they would like to be doing something else, they will have a breathing spell later on when they are generally breaking their necks trying to ship orders which have crowded in together.

A PLEA FOR CANADA

WHY is it that Canada has not held a more prominent place in the minds of the people of England, and we might say of world, than she now holds?

The question is easily answered, and thinking people recognize Canada's weakness. It is disloyalty to herself. As far back as the writer can remember, all things Canadian have been looked upon with coldness by the people of Canada. One only has to enter into commercial life to find this exemplified to a degree. The manufactures of the Dominion have been coldly pushed aside, as holding a place of very little importance in the estimation of the Canadian people, and this without any knowledge as to their comparative merits. The question is asked when goods are offered for sale: "Are these Canadian?" and, if so, they are laid aside for further consideration and are bought only if they are cheaper than articles of the same standard manufactured in the United States and other countries.

When a people has so little confidence in its own, it is no wonder that outsiders take Canadians at their own valuation, and yet there is nothing that is made in Canada that is not equal in every way to the same article manufactured in other countries, and in many instances superior.

Less than a year ago this same want of loyalty was extended by the Canadian people and by the Canadian Government to her volunteers. There are few Canadians but are well aware that the volunteers were underestimated and given little credit for any efficiency unless by those intimately connected with a corps. Governments, both Conservative and

Liberal, have given to Canadian volunteers the most meagre encouragement, and, on days of parade, invidious comparisons have been made by onlookers in regard to their marching, accoutrements, etc., with English regulars which were most unfair, but, to-day, these volunteers whom many people of Canada believed would never see action in the Transvaal War, and if they did, would acquit themselves in a doubtful manner, are found to be made of the finest material for soldiers.

An extract taken from an English paper says: "Exhausted by a week's marching and fighting (many of them without food or drink since the previous afternoon), perhaps the most reckless bravery was shown by the Welsh, the Cornwalls and the Canadians." This year should be a turning point in the history of Canada and all things Canadian should take precedence in the hearts of her people. A nation can only be built up by loyalty to herself and this is what Canada has lacked heretofore.

ADDRESSING LETTERS.

WE have been requested so call the attention of the smaller merchants to the mistake so frequently made of addressing their business letters to representatives of firms, instead of direct to the firm.

This mistake does not seem to be made by the larger houses, and it suggests the idea that perhaps in the smaller accounts a more social standing between the representative and the dealer may exist. If a country merchant wants goods, it is most likely he wants them at once, when he writes for them, and with the idea of helping the representative, writes to him (and, in parenthesis, it is pleasant to note how many dealers hold in high esteem representatives of firms), but the letter lies waiting his return, as he is nearly always on the road.

So the goods don't come; a good customer is probably disappointed, a sale and profit lost, and probably an order gone to the rival house.

We would certainly advise always addressing the firm on the envelope anyway. The letter may be headed for the representative if he is to be shown that he gets credit for the sale.

TAXATION OF STOCKS.

The Ontario Government are appointing a commission to inquire into methods of taxation. This is, on the whole, a practical way of dealing with a very difficult question, and, although we are not much in favor of Royal Commissions as a general thing, this one is probably justified.

The question is one of importance to merchants. They are feeling more and more every year, especially in towns and cities, that the assessment is not fair to them. It is now recognized that to assess the value of the stock is not a good basis for taxation, and that a tax passed on rental values would be a much better way to raise money for municipal purposes.

We hope the Government will appoint the right men to the commission. They should be men who know what is being done in other countries and be impartial enough and capable

enough to apply this knowledge to our local conditions. This will place us in an intelligent position as regards taxation, a position we are not in now.

Unless we evolve a really sound and practicable policy, which can be safely applied in Ontario, and probably copied by other Provinces, no good will come out of the commission.

FASHION'S LATEST DICTATES.

Accounts from Paris show that the Exposition is going to be a great occasion for the display of costume and fashion.

Some of the fashions at present, while especially suited to the Spring season, also give indications of what we are to have during the coming season. For instance, tailor-made costumes are the great feature this year, and when the day is a little cold ladies are not to wear a heavy jacket or a fur coat if they want to be fashionable. Grey serge is a very fashionable fabric, as well as others in plain subdued colors.

The appearance of fruit on hats advances in favor as the season goes on. All sorts of small fruits, such as cherries, peaches, green almonds, etc., are made up in velvets to resemble the real fruit. Nearly all the milliners cover the flowers with a trailing of maiden hair or tiny ferns, and this effect is particularly popular over pinks and carnations. Paris ladies are also wearing muffs made up in flowers, which they wear when out driving. Violets, wall flowers, roses, etc., are employed for this purpose, and gloves are not worn with the muff.

In jewelry this year, pearls are having a great run. In ornaments for the hair, a number of novelties are shown, and the fashion of wearing them has not disappeared in the least. The designs include flower clusters and foliage, small serpents, dragon flies, and other oddities.

THE AUSTRALIAN TRADE.

A LONG report is sent to his Government by the United States Consul at Sydney on the value of the Australian trade. We have begun to push trade in that quarter ourselves. We doubt very much if our commercial classes as a whole realize what a valuable connection it may become.

The shrewd Yankee consul in question goes over the whole ground, and he appeals especially to cotton manufacturers, reminding them that the million and a quarter of inhabitants of New South Wales import every year \$8,000,000 worth of drapery, and that the whole Australian population import as much cottons as the United States exports. This is satisfactory testimony for our Canadian manufacturers, and should encourage the movement in this country for closer trade relations with Australia.

One or two points mentioned by the consul may be stated here. He says that bad debts in Australia amount to a lower percentage than in other countries, and that there need be no losses where business is done on business principles.

One difficulty connected with pushing Yankee goods is, that the people out there are English in their ways and preferences. The samples of prints submitted by other than American

manufacturers give the Australian buyer great latitude in ordering, as the samples are made before the goods are run off. Consequently, the Australian draper can buy as many of one color or of any two colors or three that he thinks fit. This, according to the consul, is not the American practice, and loses orders for the American goods. The English manufacturer will also vary the width of goods to suit Australian buyers.

The system of discount comes in for a complaint by the consul. He says that one Yankee exporter offered to sell certain goods "with 30, 10 and 10, and 2½ and 4 per cent. discount." "This," he says, "seems to many practical men striving to increase American trade abroad a useless and confusing custom which ought to be abandoned for a plain statement of prices and terms."

We, in this country, may well take the following remarks of the consul to heart: "Our people have been overlooking the importance of the Australian market for this commodity. It should be remembered that the 4,500,000 Australians are among the wealthiest people on the globe; that Winter, as we know it, never puts in an appearance, it being almost eternal sunshine here. Cottons are worn all the year around by a majority of the people; lawns, muslins, and such light fabrics are more extensively and universally used than by any other people of the European races; and in no market must taste and fashion be more studied."

CANADIAN INSOLVENCY LEGISLATION.

A recent number of *The London Drapers' Record* discusses the Canadian insolvency question, once more showing the keen interest which the English trade take in this subject.

One would imagine that, as times are good and British losses in this market exceedingly low, the subject would drop out of notice. But this is not the case, as the English commercial interests cannot understand how we let time slip away without rectifying this crying abuse in the eyes of outside traders. Our London contemporary has a practical article upon a prize essay, written for the Bankers' Association, by Mr. T. G. McMaster. Apart from the merits of Mr. McMaster's plan, it should be remembered that the banks are supposed to be one of the principal obstacles to the passage of an insolvency law, because, when the question comes to be discussed, the clauses they want are always found to be incompatible with the interests of the general commercial community.

How far this may account for the present deadlock in insolvency legislation we do not know. But the fact remains that there appears to be little chance of the bill introduced by Mr. W. F. Maclean passing the House of Commons this season. A number of commercial bodies have spoken with no uncertain sound. The merchants, as a rule, while they differ on details, are willing that a law of some kind shall pass. But the politicians, who are able to decide what measures shall get through Parliament, exhibit no interest in the subject, and we doubt the prospects of any legislation until another forcible demonstration is made to impress both political parties.

A CUSTOMS CASE.

THERE have been some brief references in the press to action by the Customs Department with reference to a consignment of millinery to Messrs. Caverhill & Kissock, of Montreal, wholesale importers of millinery.

The facts appear to be that an invoice of goods was presented to the Customs house in Montreal in January covering a lot of goods then coming in, and that, owing to a mistake of the firm's clerk, the total amount on which duty should be paid was understated. The error was not discovered in the Montreal Customs house, nor were the firm themselves aware of it, but when the papers were forwarded in due course to the Department at Ottawa, and reached them, the error was discovered. The firm at once showed their books and deposited a sum of money to cover all possible shortages of duty, and the authorities at Ottawa have now the case under consideration. It is understood that there is no charge of fraud in the matter, and that on payment of whatever duty was short on the original invoice the matter will terminate. There has been a great deal of reticence about the case on the part of the Customs authorities, and as the firm have frankly and clearly stated the facts this has tended to relieve the transaction of any suspicion.

Once again we repeat the view we have taken before, that the Customs Department ought not to make seizures and settlements in private, but, in fairness to the firms involved and the public, the whole matter should be ventilated in open court. Here is a case where the importer would benefit by publicity, and the public have a right to know at all times what is being done in these matters.

EXTRAVAGANT EXPENDITURE.

A trade contemporary directs attention to a point of some importance. It warns merchants who are enjoying a period of prosperity from indulging in extravagant living. It points out that when creditors come to examine an unsatisfactory estate that they do not fail to notice in what respect the insolvent's personal expenditure has contributed to the result.

A note of warning of this kind comes with peculiar appropriateness just now. Finding themselves doing much better, it is a temptation to the average merchants to increase their scale of living and enlarge the comforts of their families. This is right enough if the business is not starved in order to carry it out.

Now, there can be no doubt that the merchant, either in a small or large way of business, who indulges in extravagance is bound to go to the wall. If the present season of good trade should be followed by a slight reaction, which is not at all improbable, these merchants would be the first to feel the change, and perhaps to be forced into deep water.

Besides that, a man whose honor stands high is as careful of his creditors' interests as he is of his own and will avoid anything which is likely to bring him down and lose their money. There are always causes which a man cannot control and which sometimes force him into insolvency. But extravagance is a cause which he can control and we doubt very much if in the annual statistics of insolvency the item extravagance figures as largely as it ought to do.

Hat, Cap and



Fur Trade.

The Hat Trade.

The retail hat season has only just opened because the absence of warm weather interfered a good deal with the usual Spring sales. It is, therefore, somewhat difficult to know how Spring trade will turn out, as stocks are not yet much broken. But dealers are fairly well satisfied with the outlook and the hat trade will be pretty certain to get its share of what is going.

The sales of black felt hats are large, but not so many colored stiff hats are being sold. There is no particular reason why this should be so, because colored hats in fedoras still sell quite freely, and, as the warm and dusty weather comes nearer, a light colored stiff hat is exactly suited to wearing on dusty days. If dealers will push these they should have no difficulty in selling all they have ordered.

The Fall samples of English hats are expected in by the wholesale importers in the next few days, but they will not be shown until next month. The travelers of wholesale houses are now entirely occupied with fur samples. A few sorting orders for hats are still coming in, but in the main the orders booked are for Fall furs and in this line the business done is quite satisfactory.

The Fur Market.

The orders already taken in Canada for furs for Autumn and Winter delivery indicate, what is generally acknowledged, that this is going to be a season for small furs on the American continent. This is the indication so far, although doubtless the large stuff will be called into requisition later on. Grebe, in combinations, will do well in Europe this season, so that it may be expected to continue here. As to sealskins, there has been a great business done notwithstanding the high prices. One house has sold more sealskins already this season than ever before during the whole season. These sales were made at a reasonable advance on the price of 1898, and not at quotations of to-day which have been sent sky high by a number of influences, including the foolish legislation of the United States Government. THE DRY GOODS REVIEW, in conversing with Mr. Jas. D. Allan with reference to the fur market, was informed by that gentleman that the results of the March sales in London were more favorable to shippers than before, and advances even over the prices of January were recorded. He stated that while prices were high in some cases, for perfectly good reasons (such as the mortality among the animals, which had affected Persian lamb), yet there was a feeling that the talk of higher prices had gone far enough. Figures had been already reached which, if they were demanded by jobbers in this market for instance, would be apt to frighten customers away. Mr. Allan stated that he was not a believer in extreme high values, because there always came a point where the consumer found the price prohibitive. The principal causes for the present unusual prices were, as far as one could see, the high bidding of French buyers who were ready to think that the Paris Exposition would necessarily mean large pur-

chases by visitors at extravagant figures. Then, there was the extreme buoyancy of trade throughout the world in all lines, and this was affecting furs. Then, the disposition to wear dark colored goods was also affecting the market. As far as Persian lambs were concerned, Mr. Allan reports that his firm's far Eastern brokers have recently reported their inability to place orders for lambs at less than a 25 per cent. advance.

Skunk Skins in the Mail.

The postal authorities at Washington have come to the conclusion that the skins of polecats are offensive, and do not hesitate to say so openly. Skins which recently came to the Chicago office through the mails led to the institution of the inquiry, with the result that the fur of the malodorous little animals has been declared unmailable. The ruling of the Postmaster-General is as follows: "Complaints having been made to this Department of the shipment through the mails of skunk pelts, which gave out and transmitted to the mail, which was in the sack with them, a very offensive odor, making it impossible for the clerks in the office of destination to distribute it until it was exposed to the air for some time, attention is called to that section of the postal regulations prohibiting the mailing of offensive articles."

Superintendent Jampolls, who happened upon the skunk skin from Ligonier, Ind., in the inquiry division, says it was the third "unmailable article" of the kind received during the past month. —New York Cloaks and Furs.

The United States Fur Trade.

Taken altogether, the past month, says New York Cloaks and Furs, while lively from the standpoint of the gossip, was rather dull as far as the manufacturer of furs was concerned. The figures, more or less correct, of the various advances scored at the London sales, have been hashed and rebashed by the alarmist, who sees ruin staring in the face of the fur trade. In the meantime, jobbers of furs placed orders for regular quantities, and a fair number of those firms making a specialty of catering to that trade were kept occupied. Other concerns completed their advance lines and sent their men on the road.

True enough, prices are ruling higher for furs than any time during the past two or three years. However, there are but two or three furs of which the price in the finished article is at all startlingly advanced. It will be difficult to find a single article of luxury, and but a single article of necessity, that has not taken part in the movement toward higher prices. The great fallacy that cheap materials make opportunity for the manufacturer has seemingly never applied to the fur trade.

Buyers of furs who have been in New York, coming from all sections of the country, have bought collarettes, which they find are selling almost as well as the fancy neckwear. The demand is for the better grades of furs. In these, a radical departure has been made from the elaborate linings used so

OUR TRAVELLERS are now on the road with a full line of Fall Samples. Be sure and see them before placing orders, as they are THE BEST VALUE offered to the trade this season.

EDGAR,
HATS
 and
FURS.

CORISTINE & CO.
 517-519
 St. Paul St., **MONTREAL.**
 Successors to GREENE & SONS COMPANY.

IN FURS

We are experiencing a very heavy demand for **Fancy Caperines** in combination fur.

Astrachan Jackets in 22-inch and 25-inch lengths are having an enormous sale, and are certain to prove ready sellers.

Early orders mean **first choice** and **prompt delivery**. The thoughtful merchant will recognize this and anticipate his requirements in good time.

IN HATS

Our stock is still complete in all the most desirable lines. We are experiencing a brisk demand for Tan and Terra Stiff Hats, which we have in the newest shapes. Full stock of Straws. Letter orders executed promptly.

James Coristine & Co., Limited

469 to 477 St. Paul St., **MONTREAL.**



Storey's Manufactures are
 Standard for Excellence of
 Material, Fit, Style, Work-
 manship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.

For Spring and Summer Trade.

W. H. STOREY & SON

The Givers of Canada

ACTON, ONT.

HATS AND CAPS—Continued.

largely in the past. Heavy brown and black silk or plain satins are wanted, while, for medium-class goods, as well as for the cheap goods, linings can hardly be gorgeous enough. Short jackets appear to have the call, and the foreign models seen so far are of the shortest kind. The enormous flaring collars seen on boleros and Eton jackets, with tight-fitting sleeves ending in wide turn-down, cuff like extensions, characterize very nearly all the garments brought from abroad. In capes, other than short models, nothing of any account has as yet been brought over. A few of the short garments differ little from former ones. Flounce effects, tails, and combination of two or three furs, cover them all. Tab effects in neckwear of long haired furs are longer than ever, some of them reaching almost to the ground. Silver-tipped, brown-eyed fox and lynx, taped-blue wolf, silver-tipped sables, and their imitation, and sea otter imitation, with inserted fur points, are about all that have been seen so far.

Notes of English Trade.

The war has had a remarkable effect upon the hatting trade of Stockport, says an English correspondent. Business has never been so brisk as at the present time, and overtime is being worked in most of the principal hat works of the town. So numerous and of such extent have been the orders to the well-known firm of Christy & Co., of Stockport and London, that the workpeople, with an extra staff, have been employed day and night upon the work of turning out khaki hats, many thousands of which have already been made for the City of London Imperial Volunteers, the yeomanry and others. This particular style of hat is largely worn at the Cape, and large numbers are still being sent out.

As indicating the effect of the war on the trade, immediately following upon the relief of Kimberley, and now the relief of Ladysmith, a great order for hats was wired from Cape Colony to Messrs. Christy & Co., at Stockport, and upon this the workpeople are at present engaged. As the war progresses and our successes become more frequent the trade is expected to still further increase, and even now enterprising firms at the Cape are preparing for the rush of trade which will ensue at the close of the war.

The khaki colored hats of the colonial shape, with side turned up and broad band sell well. There is likely to be a big demand for them among draymen, drivers, and country folk generally; also for seaside and garden wear, but there are doubts about their becoming popular headgear. On inquiring among the wholesale, considerable surprise was felt at the demand which has sprung up for this class of hat. Messrs. T. & W. Walker, of Denton, the makers of the "Baden-Powell" hat find a large demand, and have had to get large stocks in to meet it. The "Baden Powell" is somewhat of a similar type to that seen in the photos of that most popular defender of Mafeking, but with the side smartly turned up and retained with a clasp similar to those seen on gloves. A smart pugaree band of mercerized stuff is round the hat.

In spite of the attacks of Lord Ronald Gower and the dress reformers, the top hat continues to flourish, and bids fair to reign for as long as the wit of man can foretell. The glossy silk is still popular; in fact, it is more than holding its own, and I hear that manufacturers are receiving larger orders than ever. The trade is, indeed, making headway. The correct styles for the season vary but little from those of last year. The shape favored in Pall Mall has rather a more pronounced

bell-crown than that worn in the "House." The city style is 6-in. full deep; 1 7/8-in. full by 1 1/2 in. full; brim, roll, curve, slight bell. The west end hat measures 6 in. in depth, and has a medium bell; in every other particular it measures the same as the city shape.

The Fur Sales.

The London Canadian Gazette says: "We last week reported the result of the important sales up to the time of going to press, and we may give the further advances in price: Lynx, 173 per cent.; wolf, 131 per cent.; skunk, 34 per cent.; beaver, 31 per cent.; brown bear, 25 per cent.; musk ox, 53 per cent.; hair seal, 61 per cent.; badger, 215 per cent."

"The Hudson's Bay Company's sales were followed by those of Messrs. Lampson & Co., and the prices continued to rule very high. A raw Siberian silver foxskin was sold to Mr. P. M. Grunwaldt, of Paris, at a record price of £580. The measurements of the skin are: Length, from the nose to the tip of the brush, 48 inches; and breadth, 8 inches. The fur is two inches long."

Pugaree Hat Bands.

Our friends across the border fly off the handle each year about this time on some article in men's wearing apparel. This Spring will apparently prove no exception to the general rule. The craze is on for men's pugaree hat bands. These are being shown in checks and stripes, but principally stripes, folded in three narrow folds, and these are now considered to be the correct thing for both men's and women's wear. When made in bold stripe patterns, in the popular shades of purple, blue and navy, relieved with white, or white grounds with stripes of dark, they certainly look very well, and as they have the merit of being a new idea, there is no doubt they are in for a big sale for the coming Summer trade.

WHERE KHAKI IS USED.

The rage for khaki, which has rapidly spread in England, promises to travel to other shores. According to the manager of the Manchester Khaki Manufacturing Company, the demand for it is growing rapidly in Italy and Belgium. The Italian troops have already worn it in Africa and the Americans in Cuba, whilst there is a slight demand for khaki in France. The Dutch, however, will not have it all, preferring their blue serge. Khaki has not been introduced into any of the Paris fashions yet, but it is sure to arrive, for the demand in England alone is sufficiently great to force its introduction. The French say they can manufacture khaki, but they have not a fast dye. There is a likelihood of khaki being adopted by Continental military nations. The Turks already have taken a liking to it, and are giving fair orders for it. In Asia, it is fast growing in popularity. India, of course, used it first, but now the Chinese and Japanese have taken it up to a considerable extent. The King of Siam is expected to clothe his police force in it before long. At the present time the people in the Philippine Islands and the Straits Settlements use it.

D. R. Brown, of Bateman & Co., general merchants, Mount Forest, has taken a position in the dry goods specialty branch of The Gault Bros. Co., Winnipeg.

A. M. Payne, Canadian representative for Faudel, Phillips & Sons, arrived at Halifax, per Allan SS. Corean, on April 16, after a two months' stay at the headquarters of the firm in London. A permanent office and sample-room will probably be established in the near future in Toronto.

SPRING STYLES

INTRODUCED BY

**BUCKLEY & SONS,
LONDON.**



FOR
STYLISH
DRESSERS.

WALDRON, DROUIN & CO., MONTREAL.

SOLE AGENTS FOR CANADA.

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

THE woollen department of John Macdonald & Co. report several clearing lines this month. There are some 6.4 tweed suitings, some fancy worsted trouserings, some 40 inch fancy and several special lines in 32-inch and 54-inch mercerized italians, black and colored. Two clearing lines of 27-inch in Canadian tweed suitings are being offered at low prices, while several lines of black and blue worsteds and serges are being shown at the old prices. The range of samples for Fall is now complete, and is in the hands of most of the travelers. So far, most of the orders have been fully up to last season. In men's wear, the range comprises the newest fabrics in Scotch tweeds and Canadian tweed suitings, in worsteds and serges, overcoatings, in beavers, meltons, naps and cheviots. They have a new feature this season in a range of "Belwarp" fancy and worsted trouserings, very handsome styles for high-class trade. The range of costume cloths for ladies embraces a large variety of homespun effects, checks and plain cloths. There is also a large range of mantle beavers, curls, naps and frieze effects.

The Fall line of carpets which John Macdonald & Co. will show consists of a few new novelties and the best-selling patterns for Spring. Trade in linoleums this season is exceedingly good. There is also a good business in China mattings, in which orders are all filled, and there is a nice stock for the trade in medium and high-priced goods.

The buyer for the men's furnishings department, Mr. W. A. Denton, has just returned from Europe, where he picked up the latest novelties. These include khaki colored silk handkerchiefs with small flags worked in silk in the corner. Newest effects will be shown in the flag and shamrock designs in neckwear. Chatelaine purses are going to have a big run. They are hooked into the belt or bodice, and are now being worn extensively in New York. Beauty pins and blouse sets of pearl are still selling very well, and braids are used for trimming of skirts, etc. The department are showing a full assortment in Summer underwear, balbriggans, light natural wool, mercerized cotton, etc., and in men's half-hose, black cotton, fancy cotton, and black cotton with natural wool feet are being shown to retail at 25c. A job line of men's silk cashmere socks to retail at 25c. at a good profit is shown, while a special line of men's rubber coats, tweed effects, should be noted.

Lace-bordered handkerchiefs are going to sell very fast this season and some very nice new goods are coming to retail as low as 15c. up to 75c. Buttons are not very much used, except plain gilt.

Hot-weather muslins are shown by the dress goods department, in checks, spots and organdies, and the range of Summer silks for blouses and dresses is very large. These include spots and figures in the latest colorings, Liberty foulards, blue and white and black and white, etc. There is a special line of black peau de soie, to retail at \$1. In cotton hosiery, ladies' and children's cotton and Lisle thread hose include fancy embroidered fronts, navy blue cotton with white spots and Lisle thread with embroidered ankles. A new shipment of 24-inch black satin is just in and a complete range of ladies'

cotton vests. Ladies' gloves are shown in fabric gloves and silk gloves, black, white, and cream.

The staple department announce that they are showing several lines of tablings at the old price, and that a stock of English prints are also being sold at the old figures. Early in June a shipment of Crum's prints in the new designs is expected. The standard numbers in their crash towellings are being sold at the old prices, although there will be an advance on some lines. Some pretty new samples of Magog prints, including printed flannelettes, Salisburys, costumes and suitings of various kinds all suited to the Canadian trade.

NOVELTY SHIRT WAISTS.

Messrs. Boulter & Stewart have just received a further lot of novelty cloths. These are being made in the new sailor collar styles, and also one-piece backs and fronts, with tucked and insertion trimming. These will be ready for immediate shipment, as stock is being rushed through for May 24 trade. Prices range from \$12 to \$27. Messrs. Boulter & Stewart state that orders will receive best attention.

WHITE PIQUE SKIRTS.

The Summer season, as usual, brings the demand for white skirts, and, from style indications, the pique and crash skirtings will have a large run. Although prices in these goods have considerably advanced, Messrs. Boulter & Stewart are quoting at last season's figures, having secured considerable stock in advance. They are showing about 75 designs, made in all the new pleats at side and back.

ENGLAND AND GERMANY.

The preferential tariff on English manufactured goods may be hard on some German textile goods, but, as Germany claims to manufacture about 25 per cent. cheaper than England, if the German manufacturer curtails his profits a little, German goods can well compete with England for the Canadian trade. M. Markus, 30 Hospital street, Montreal, expects to sell more German goods than before, as this firm give German textile goods their special attention, and show the latest novelties in dry goods, etc.

AN ENGLISH VIEW OF INSOLVENCY.

For the sake of the London houses doing business with Canada, I sincerely hope that the new Bankruptcy Bill introduced into the Canadian House of Commons will pass. Our trade with Canada is large and increasing, but much hampered by the protective nature of the various insolvency laws in force in the different Provinces of the Dominion. By these, in cases of bankruptcy, every Canadian creditor has a preferential claim to the full amount of 20s. in the £ before an English or other creditor can touch a penny. This is manifestly grossly unfair to the English trader, who, consequently, does not care to risk his goods by exporting them to a country where such a system prevails. — London, Eng., Outfitter.

Arthur F. Hatch has been promoted to the management of the branch warehouse of the Gault Bros. Company, Limited, Montreal, which they have established at 30 Wellington street west, Toronto.

BUSINESSES FOR SALE.

TWO GENERAL STORE BUSINESSES IN ONTARIO FOR sale. Stocks about \$4,000 and \$6,000 each. Apply to R. G. Hector, The W. R. Brock Co., Limited, Toronto. (5)

KIRK'S PATENT

HAT AND CAP RACK

IS GIVING GREAT SATISFACTION.

Out of the many testimonials we have received, we submit this one for publication. Mr. McDowell had his rack about three months when he wrote the following testimonial:

WESTPORT, April 9, 1900.

E. J. KIRK, Esq., Bracebridge, Ont.

Dear Sir,—I would not be without your Hat Rack. I have it hung over my counter and use it for Hats, Collars, Ties, Gloves, etc., and I think it has paid for itself, as I have sold goods off it simply because they were in front of my customers' eyes while they were buying other articles, and what they would not likely have bought if they had not been on display.

Yours truly,

JOHN S. McDOWELL, Westport, Ont.

E. J. KIRK,

MANUFACTURER...

BRACEBRIDGE, ONT.

THE EMPIRE CARPET CO.

FALL 1900.

New Samples ..

Now Ready

Magnificent range of

New Designs and Colorings
at Unequalled Values.

WAIT FOR OUR TRAVELLERS.

THE

EMPIRE CARPET CO.

ST. CATHARINES, ONT.



New Life for Old Goods

OUR CORRECT METHODS OF DYEING
DRESS GOODS AND OTHER FABRICS.

It requires a high degree of skill, scrupulous care, best appliances and methods, and long experience to do correct trade dyeing.

We know we have all these qualifications, as the record of our business among the trade for a score of years has proven, coupled with the many letters received from merchants in all parts of Canada telling of the satisfaction secured when their stocks are sent here.

Every merchant has on his shelves goods that have become unsalable, because shelf-worn, faded or off-color. We can give these back to you carrying the appearance of new goods that might come from the manufacturer.

In a special sense we have been successful in the dyeing, cleaning and curling of feathers. We can add substantially to the profits of your millinery department, if you will go over your stocks and send to these works a parcel of feathers and plumes that you have likely discarded as unsalable.

R. PARKER & CO., DYERS AND FINISHERS Toronto.

Head Office and Works, 787-791 Yonge St.

Phones, 3037, 3640, 2143, 1004, 5088.

CARPETS, CURTAINS AND WALL PAPERS.

CONDITIONS IN THE UNITED STATES.

SPEAKING of conditions in the United States, The New York Carpet Trade Review says: "The Fall wholesale season will open later than usual. W. & J. Sloane will show their new lines about June 1, instead of May 1, as heretofore, and our advices indicate that manufacturers, generally speaking, will not be ready for Fall business until May 15, or some time between then and June 1.

"Prices will be higher. Brussels and wiltons will be advanced materially, and it is practically certain that the Fall lines of extra supers will be 2½ cents a yard higher. The rise in the cost of cotton has made it necessary for every manufacturer of cotton carpets to raise the prices of his goods. Further advances have been made in prices of linoleum, floor and table cloth.

"Retail trade has been dull in most of the large cities during the last fortnight, but in the small towns and country districts, especially in the West, business has been quite active, the cut order trade being particularly noticeable in this respect. Reports from city retailers indicate that the business of January and February was much ahead of that of the same months last year. March and April were not so satisfactory, the reasons being unsettled weather and a late Easter. There is little doubt that retail business will open strongly after Easter if the weather is at all favorable, and there will then be more than two months to cut up goods and round up the season satisfactorily."

A PRETTY BIG ORDER FOR CANADA.

Mr. Haas, of Messrs. Geo. H. Hees, Son & Co., who has been in Europe for the past two months, writes home that he has purchased over 80,000 pairs of lace curtains for their Fall trade. By purchasing such enormous quantities, this firm secure control of the most desirable patterns for the Canadian market. Many of our Canadian merchants, who have heretofore imported lace curtains direct, find it to their advantage to buy these goods of Messrs. Geo. H. Hees, Son & Co., who carry in stock immense quantities of them, so, when they find a run on a particularly good pattern, they are able to at once have their orders repeated from this big stock right here at home. Travelers will soon be on the road with these goods, and it is advisable to see their attractive offerings.

CANADIAN CARPETS.

Probably in no other branch of textile manufacture has there been such rapid progress made in Canada during the past four years as in that of carpet-weaving. The ingrain manufacturers have all more than doubled their output, and now we hear of very extensive additions being made in the brussels line. The Dominion Brussels Carpet Co., of Sherbrooke, Quebec, have recently completed arrangements with a syndicate of English capitalists whereby they will be enabled largely to augment their plant and extend their productions to include other weaves. The present brussels plant will be extended to cover the production of all grades of brussels, and

wiltons, in body goods, as well as in mats, and rugs of room sizes will be added to their line.

An entirely new departure will be the instalment of a complete tapestry plant, the buildings for which are now about completed, and within a few months a full range of Canadian made tapestry

carpets will be put on the market by this company. An ingrain plant will also be added within a year. It appears to be only a question of a few years until all the carpets required in Canada can be manufactured on the spot.

NEW WINDOW SHADES FOR STORES.

Nothing improves the appearance of a dwelling or shop so much as new window shades. How quickly you notice a shop or any other building that is freshened up by these necessary fittings; how quickly your eye is attracted to them! A few dollars invested in a set of shades for your home, will do more to improve its appearance than ten times the investment in any other way. Spring is the season when new shades are adopted, and as Messrs. Geo. H. Hees, Son & Co. are the acknowledged leaders in this line, we would advise the trade who are not already handling their goods, to send for their catalogues, etc. Shopkeepers, especially at this season, should improve their premises with new blinds, and this firm furnish them in plain, fancy or lettered, ready to hang. See their advertisement on another page.

INGRAIN CARPETS.

Owing to the great improvements in the production of wool and union carpets which have been made by Canadian mills during the past few years, the demand for this popular line of floor covering has greatly increased, and the mills have, as a consequence, been obliged to increase their capacity to meet this demand.

The Empire Carpet Co., of St. Catharines, have more than doubled their capacity in the last year, and, as the prospects point to further activity, they are adding more looms and other machinery to be ready to meet the requirements of the trade during the present year. This company have always endeavored to keep pace with the improvements being made by the leading manufacturers of the United States and England, and, as a consequence, their plant is now composed of the very latest appliances for the proper production of their popular brand of wool and union carpets and art squares. The past year has been the most successful in their history, and "there will be no turning back" in their efforts during the present year to make the "Empire" one of the most popular and profitable for the retail trade to handle. Their motto of "Standard Goods at Correct Values" will be strictly maintained throughout all grades. Their selection of designs and coloring effects for the sorting and Fall seasons will be the largest they have ever brought out, and will, in all respects, compare favorably with anything produced in this country. They are now in a position to give prompt delivery on Spring repeats, and the trade will have the advantage of making selections from the advanced designs and color blendings of the Fall lines.

That ingrain carpets are every day becoming more popular with the consumer is evidenced by the announcements of the larger departmental stores of the principal cities, which are now not only carrying liberal stocks of the various grades, but are recommending them to the user as the most desirable floor covering in popular-priced goods. The Empire's repre-

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



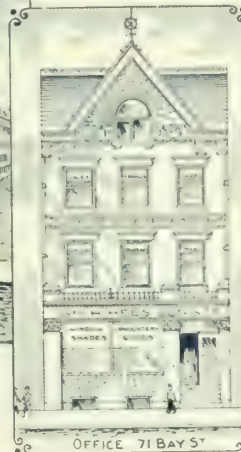
Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstering plant at that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Ferrier Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacramento St., Montreal.

Our new looms are now producing many new and attractive patterns. The trade should not miss seeing these new Canadian-made goods.



OUR FACTORIES TORONTO, ONT.
VALLEYFIELD, P.Q.
DETROIT, U.S.A.



We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.

KINDLY allow our travellers when calling on you to exhibit our New Samples of

LACE CURTAINS and NETS,
FURNITURE COVERINGS,
TAPESTRY CURTAINS and
" TABLE COVERS,
CHENILLE CURTAINS and
" TABLE COVERS,
UPHOLSTERY and DECORATIVE FABRICS,
SASH CURTAINS and
UPHOLSTERY SUPPLIES,
LINEN VELOUR CURTAINS and
PIECE GOODS.

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO.,

WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

See our new
Illustrated Catalogue.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS AND INQUIRIES FOR ESTIMATES, ETC.

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

sentatives will be out with the new lines early, and the trade may rely on seeing the best values that can be produced in the various grades of wools and unions in their range. Each grade has its own brand, and is made in full standard qualities. Samples can be obtained direct from the factory if you can't wait for the travelers.

INCREASED PRICES FOR CANADIAN OILCLOTHS.

Since our last issue, a new price list has been sent out for Canadian floor oils showing increases in a number of lines. For the information of the trade we give the entire list, covering floor, stair, carriage, table, etc., oilcloths, and comparing the new schedule of prices with those announced December 1, 1899. It will be seen that the five months that have elapsed from that date have witnessed considerable advances in price:

FLOOR OILCLOTH.	New list.	Old list.
	cts.	cts.
No. 1 quality, in widths 4/4, 5/4, 6/4, 8/4, 10/4 per. sq. yd....	33	32
No. 2 " in " 4/4, 5/4, 6/4, 8/4, 10/4 " " " " " "	25	24
No. 3 " in " 4/4, 5/4, 6/4 and 8/4 " " " " " "	20	19
C " in " 16/4 (4 yards) only " " " " " "	48	48

Mats or rugs, No. 2 quality, in the following sizes:

4/4 x 4/4, 4/4 x 6/4, 5/4 x 5/4, 6/4 x 6/4, 6/4 x 8/4, 8/4 x 8/4, 8/4 x 10/4, 10/4 x 10/4	33	32
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CANVAS STAIR OILCLOTH.

	New List.	Old List.
	Widths.	Widths.
	2/4 5/8 3/4	2/4 5/8 3/4
	Cents.	Cents.
Canvas back.....	09 11 1/2 14	08 1/2 11 13
Painted back.....	12 1/2 16 19	12 15 18

Lengths of pieces 30 yards.

Terms: Cash, less 3 per cent. in 10 days.

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	New List.	Old List.
	Widths.	Widths.
	5/4 6/4	5/4 6/4
	Cents.	Cents.
Fancy mosaics, per piece of 12 yards.....	\$2 20 \$3 20	\$1 85 \$2 70
Fancy marbles, " " " " " " " " " " " "	2 20 3 20	1 85 2 70
Fancy Woods, " " " " " " " " " " " "	2 20 3 20	1 85 2 70
White Marbles, " " " " " " " " " " " "	2 40 3 40	2 00 2 85
White Muslin, " " " " " " " " " " " "	2 40 3 40	2 00 2 85
Colored Muslins, " " " " " " " " " " " "	2 40 3 40	2 00 2 85
Bronzes, " " " " " " " " " " " "	2 40 3 40	2 00 2 85
	11 in. wide.	11 in. wide.
Shelf oilcloth, " " " " " " " " " " " "	0 60 " "	0 53 " "
Shelf oilcloth, " " " " " " " " " " " "	1 20 " "	1 05 " "
	15 in. 18 in.	15 in. 18 in.
	Cents.	Cents.
Stair oilcloth, muslin back, 50 yd. lengths..6 1/2	8 1/2	6 8
Stair oilcloth, duck back, 40 " " " " " "	10 12	9 11

Terms: Cash, less 3 per cent. in 10 days.

ENAMELED OILCLOTH.

	New List.	Old List.
	in 12 yd.	in 12 yd.
	pieces.	pieces.
	Widths.	Widths.
Muslins.	5/4 50 in. 6/4	5/4 50 in. 6/4
	Cents.	Cents.
Black, bright (glazed) and dull finish, per yd..18	20 24	16 18 22
Black, patent face, per yd.....	22 24 " "	20 22 " "
Browns, greens and maroons, per yd.....	23 26 30*	22 25 29
Russet and tan, per yd.....	23 25 " "	22 25 " "
Blue, yellow and red, per yd.....	30* 34* " "	29 33 " "
Scarlet, white and crimson, per yd.....	42* 47* " "	40 45 " "
White sign cloth, per yd.....	18 " 24	17 " 23

Drills.

	New List.	Old List.
	in 12 yd.	in 12 yd.
	pieces.	pieces.
	Widths.	Widths.
Black, bright (glazed) and dull finish, per yd..26	32 22 24 29	
Black, patent face, per yd.....	27 29 " "	23 27 " "
Black, tan back, patent face, per yd.....	31 " " "	30 " " "
Black, figured back, per yd.....	29 34 37	27 29 34
Black, brown back, per yd.....	32 34 39	29 31 36
Browns, greens and maroons, per yd.....	33 35 40*	32 34 38
Russet and tan, per yd.....	33 35 " "	32 34 " "
Blue, yellow and red, per yd.....	38* 42* " "	37 40 " "
Scarlet, white and crimson, per yd.....	50* 56* " "	50 56 " "

Ducks, etc.

Black, bright (glazed) and dull finish, per yd..30	32 37 28 30 34
Black, patent face, per yd.....	34 37* " 32 35 " "
Black, figured back, per yd.....	35 37 42 33 35 39
Black, brown back, per yd.....	38 40 44 35 37 41
Browns, greens and maroons, per yd.....	40 42 46* 37 39 44
Russet and tan, per yd.....	40 42* " 37 39 " "
Oiled, for wagon tops, 50 yd. lengths, per yd....	" 44 " " " "
Black moleskin, patent face, per yd.....	78 " " 72 " "

*Lines made to order only.

CARRIAGE FLOOR OILCLOTH.

	New List.	Old List.
	in 30 yd. pieces	in 30 yd. pieces
	Widths.	Widths.
	5/8 3/4 7/8 5/4	5/8 3/4 7/8 5/4
	Cents.	Cents.
No. 1 quality, per yd.....	25 30 35 50	23 28 32 45
No. 2 quality, " " " " " "	15 18 21 30	14 17 20 28
No. 3 quality, " " " " " "	12 15 " 25	12 14 1/2 " 24

Terms: Cash, less 3 per cent. in 10 days.

THE WALL PAPER SEASON.

Notwithstanding the late Spring weather, the wall paper season opened exceedingly early this year and has continued in a most satisfactory manner. Manufacturers report repeat orders as coming in more freely than usual. Last Fall, many merchants who were usually in the habit of not getting in Spring goods until February had large shipments made to them. This was done in anticipation of a good business during the month of November and immediately after the holidays, and their anticipations were not disappointed, judging by the fact that manufacturers began to receive numerous "repeats" early in January.

We have always thought that wall paper dealers make a mistake in not having their goods shipped from the factories as soon as they are made, as is done in the United States, as it gives them an opportunity to fill orders which they otherwise could not do from their previous year's stock, which is still fresh in the minds of customers who have been through the retailer's samples in the Spring and recognize them as old patterns, while many are induced to paper in the Fall if they see new designs. Then, when the Spring trade opens up, the previous year's goods can be sampled with the new goods and sell readily when there is a larger demand.

One good feature of last Fall's and this Spring's business is the increased demand for medium and high grade goods. This is a step in the right direction, as there is no economy in buying cheap wall papers. It costs as much to hang and does not give the same satisfaction. It is far better for the consumer to pay 25c. per roll for a nice paper than to buy an inferior article at, say 15c. The cost of hanging is the same, and the average room would only take from 12 to 14 rolls, meaning a difference in cost to the consumer of only \$1.20 to \$1.40 per room, which, when one takes into consideration the beautifying effect of an artistic design, well colored, on all the surroundings of a room, it is cheap, indeed, at this cost.

We wish to draw the attention of retailers in general to the error they make in being afraid to put in a good stock when samples are first shown, and before any withdrawals have been made in the patterns. It is better to have a little surplus stock than to disappoint customers by allowing them to make a selection from samples of goods sold out, and then trusting to the manufacturer to supply them, as the manufacturers make as close as possible only what papers they have sold, and the stock is very limited after April 1. Another thing, dealers for years past have been afraid to buy ingrain liberally, being under the impression that the sale of this class of paper would die out, but there is no possibility of ingrain ever being out of the market. They are appreciated more each year, and justly so, as they are not only serviceable, but harmonize better with

W. TAYLOR BAILEY,

MILL AGENT,

**Upholstery Supplies, Drapery Fabrics,
and Brass Goods.**

MANUFACTURERS
OF

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade
Cloth

Plain, Dado, Laced and
Fringed Window Shades

27-29 Victoria Square, MONTREAL.

SAMPLES ARE NOW READY

**... Perfection Brand Bed Comforters,
Cushions, Tea Cosies, etc.**

Our travellers will call upon you in a few days
with a full line at figures which will surprise
you, considering the high prices of raw material.

New and Handsome Designs—Exclusively Our Own.

STYLE, FINISH, DURABILITY.

SEE THE GOODS AND BE CONVINCED.

CANADA FIBRE COMPANY, Limited

Manufacturers of "Perfection Brand" Down, Cotton
and Wool Comforters, Cushions, Tea Cosies, etc.

MONTREAL.

CARPETS AND CURTAINS—Continued.

the furnishings of the average room. This year, the sale of ingrains has been phenomenal, and repeat orders have been so heavy that they have completely depleted stocks held by the manufacturers, and the majority of retail dealers are, to day, completely sold out of ingrains, with no possibility of procuring them except in a few colorings. Dealers should profit by the experience they have gained this year and stock ingrains more heavily the coming season.

When samples are submitted for inspection, many dealers put off buying wall paper until the Fall or Winter. This is a great mistake, they have nothing to gain by it, and a great deal to lose, as in October the manufacturers withdraw fully half of the combinations which they have sampled, which spoils the selection for the late buyer. Add to this the fact that Fall

year, even dealers who had early shipments began sending in supplementary orders before dates seemed to justify it. The result is, our stock to day is so depleted that combination orders are difficult to satisfy; in fact, many of our numbers, even at this early date, are sold out, for though we invariably overprint our best selling patterns, yet once finally exhausted reproduction is impossible. Of course, nothing pleases us more than to know our goods have been appreciated and sold, but we regret a shortage at this time more for our clients' sake than our own. A more generous ordering at first might leave a few remnants, but better that than the loss of good new business, carrying with it a healthy profit and retention of custom, and this can only be done by dealers having more confidence in the possibility of expansion, ordering larger quantities of medium and higher grades, which attract new trade and mean profitable returns, ordering and taking delivery



CARPET DEPARTMENT OF JOHN E. BOLES, INGERSOLL, ONT.

orders are made late, and, consequently, they cannot get the sample-books in time to compete with their neighbors who have bought early. The dealer who has his sample-books in hand in October or November is in a position to show his customers the goods that he has bought, and frequently secures orders for the Spring for them. We cannot too strongly advise the trade to place their orders at the earliest possible moment.

TIMELY ADVICE TO WALL PAPER DEALERS.

Asked for information regarding their experience of the passing season, The Watson, Foster Company, Limited, replied: "Though the Spring was backward, the demand for repeats was, and continues to be, in excess of any previous

early and taking the opportunity to interest a class open at all times to artistic effect.

"We have never yet seen an instance where a wall paper business has failed to respond to intelligent effort on the dealers' part with our line of papers. We emphasize our line because it is the largest and most comprehensive in the market, a line of entirely original patterns, and renewed every year.

"A good feature this year was the marked increase in medium and higher-priced lines, especially ingrains, in which dealers have for years expected a falling off. This year we have sold over double any previous record, which shows the public appreciate its useful qualities, besides, an ingrain lends itself to artistic effect beyond its intrinsic value, and, having confidence in a growing demand for ingrains, we purpose

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

ART

SQUARES

THE MOST MODERN
FLOOR COVERING.

Just the thing for Crumb Cloths, Bedrooms, Offices, etc.
No matching. No sewing. No waste. Easy to
sell. Prices right. Beautiful designs and
colorings. Sizes, 3 x 2½, 3 x 3, 3 x
3½, 3 x 4, 3 x 4½, 3 x 5 yards.

Made in our "Angora," "Crescent," "Granite" and
"Canadian" Brands.

Drop us a Card for Sample Dozen, Assorted
Sizes and Colors.

Royal Carpet Co. GUELPH,
ONT.

The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS, and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely in-
crease the volume of
their business on our lines
and be assured of prompt
deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

CARPETS AND CURTAINS—Continued.

making them a specialty next season and will show a greatly increased range of colorings."

Acting upon these suggestions, dealers should book more liberally next season in this and other standard grades which give profitable returns, and thus avoid the disappointment in many cases this Spring.

CANADIAN CARPET NOTES.

Since our last issue there has been a further advance of 10 per cent. in the prices of all makes of jute carpets, taking effect April 16.

Messrs. Thos. and Jas. Etherington, of the Empire Carpet Co., St. Catharines, spent two weeks lately with the carpet designers of Philadelphia selecting new designs for the Fall lines.

It is surprising how the self-color ingrain has "caught on" as an entire floor covering, with a few nice, bright Smyrna rugs. The Toronto people make 14 colors, which are kept continually in stock, and for the convenience of the trade give cut lengths as short as may be required.

The ingrain carpet manufacturers are finding it difficult to procure cotton and jute yarns. Worsted and wool yarns are also scarce, and prices have advanced to such an extent that the mills are considering an advance in prices of both wool and union carpets and squares. The advance will likely range from 2½ to 5c. per yard.

The manufacturers of ¾-carpet will feel the competition of English manufacture very keenly under the extra preference in the tariff. The blue book returns show that Canadian manufacturers, under the 25 per cent. preference, lost to Old Country manufacturers enough business to keep 12 looms running steadily a whole year, and with the corresponding help the employment of 50 people.

The "Maple-Leaf" all-wool ingrain carpet has now so thoroughly established the standard of a first-class carpet of this fabrication, that all other Canadian ingrain carpets take their ranking from it. Far surpassing the quality of stock and weight of the English ingrains, with the novelty and taste of the best United States designers, and in colorings to suit the newest furnishings, dealers may look for a choice selection in them for Fall. The "Maple-Leaf" has been now nine years before the carpet trade, and has always held the lead in every respect.

The Trade and Navigation Returns open a new bit of information which will rather surprise some of the Canadian manufacturers, namely, that Germany is making an all-wool ingrain that is being sold to Canadian dealers for less than the yarn is worth in this country, and then again, the returns show that Canadian buyers are willing to give makers of foreign union carpets more than they will give Canadian makers for their best quality all-wool. The compilers of the returns have been confused, surely, to offer such information to manufacturers and dealers and expect them to be accepted as reliable.

Most of the manufacturers have their travelers ready with their lines for Fall. The Toronto Carpet Manufacturing Co. will have their representatives on the road early in May. They claim they were never so well prepared in all their specialties. In "Acadia" axminsters are to be seen some very choice designs excellently colored. Mostly every Canadian manufacturer knows the difficulty with which he has to contend in the prejudice Canadians have to Canadian-made articles. But, even against this prejudice, Toronto axminsters continue to grow in popularity and demand, the "Acadia" leading.

THE LATE J. B. HORRELL.

THE late J. B. Horrell, who died a few weeks ago, at his residence in Midland, Ont., was a type of business man whose death can be chronicled with more than usual regret.

He was a successful business man, but his good qualities did not end with his business ability. He built up a career as a successful merchant; but he also built up a career as a good citizen and as a man.

Mr. Horrell was born in Callington, Cornwall, England, in 1845, and came to this country in 1870. He began his business career in Collingwood, but afterwards moved to Barrie and from there to Midland, where he carried on a general business. As a business man Mr. Horrell was very widely known and everywhere respected. His customers are numbered by the thousand, and some of them have been dealing with him since the inception of his business, and are patrons yet. To many he has been a real friend, giving them time when they could not meet accounts when due, helping others with the loan of money without the least security.

In November last, Mr. Horrell was taken suddenly ill with what was reported to be kidney trouble, and for many weeks was under the care of skilful physicians. At one time his life was almost despaired of, and Dr. Caven, of Toronto, was called in

consultation with local physicians. During this illness a slight attack of paralysis was experienced. From this he rallied, and by sheer strength of will and unconquerable purpose, again took up the reins of business. While attending a meeting of the county council at Barrie in January, his eldest son, William B., was snatched from him by the death messenger. This was a terrible blow, but still he bore up bravely. After the funeral was over he again went about, and in a few weeks he, with Mrs. Horrell, went away for a brief visit. Since returning he has not been very well, but was at church on Sunday, March 18. Some time during that night he was again taken ill with a form of paralysis, and from that time continued to grow steadily worse, until the end came on Sunday, March 25, just eight weeks to the hour from the time his first born was laid in the tomb. Deceased left a wife and a son (Digby Horrell) to mourn his loss.

As a public man, Mr. Horrell had a somewhat extensive career. While residing at Wyebridge he sat in the municipal council of the township of Tiny, and for one year was reeve. The second year after coming to Midland, or in 1883, he was elected reeve of the village, and was returned to that position every year (with the exception of 1885) until Midland became incorporated as a town, when he became its first mayor, and occupied that position continuously until the close of 1897, when he retired from municipal life.

Deceased was for many years a member of the Methodist church, in which he held several important official positions.



The Late J. B. Horrell.

IN THE FRONT RANK

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TOOKE BROTHERS

LIMITED

MONTREAL

FOUR LEADERS



TOOKE BROTHERS, LIMITED, MONTREAL

ALWAYS IN FRONT

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TOOKE BROTHERS
LIMITED
MONTREAL

A new house with a new policy



We have entered the field as manufacturers of LADIES' CLOAKS AND SUITS on a financial basis which enables us to buy at lowest prices in the largest markets. The Canadian cloak manufacturing industry is still in its infancy—and our Company means to take a leading position by running on the same basis as prominent New York houses.

Our Fall Line of

**Jackets
Capes 
and Suits
will be
ready June 15.**

We have engaged MR. J. H. WALDMAN, a skilful designer and thorough manufacturer, who will personally supervise the production of our line. His successful experience in New York has been supplemented by four years with the Cloak Co., of Toronto, and he is therefore able to supply not only stylish goods, but salable, practical values adapted to the shopping public of the Dominion.

—a little late, you may think—but, remember, it will reflect the very newest ideas—nothing old nothing stale. New York goods are never shown until the middle of June, and this will give us ample time to fill your Fall orders promptly.

**RESERVE YOUR ORDERS TILL YOU
SEE OUR LINE—it will pay you.**

The Victor Manufacturing Co.

S. RICHARD
L. A. MOISAN } Props.

QUEBEC, QUE.



Men's Furnishings.

WHAT will the month of May mean to the men's furnisher? The month means much to the average Canadian, be he young, old or middle aged. April, with its alternating showers and sunshine, has not failed in its work of reviving and vivifying nature. In the meadows and the pastures the grass has attained the beautiful green of Springtime;

in the woods and the glen, everywhere, the mayflower is budding, and attracting to its haunts many who have spent their Winter months in a busy town or crowded city; even the country roads are comparatively smooth and inviting, and the fresh, invigorating breezes, attract young and old, who own or can secure a horse or wheel.

But what has all this to do with the furnishing business? Considerable: the same warm, luscious breezes which bring humanity out to enjoy the Spring air of country road, field or glen, necessitate, or at least make advisable, raiment suitable for such exercises. The colored shirt, knickerbockers, bicycle hose and outing cap are donned; the most comfortable collar and the gayest necktie is sought for and, generally speaking, humanity follows the initiative of Mother Earth and adorns itself in Summer garments.

The devotees of outdoor sports, too, began to gather together. Football, lacrosse, cricket and baseball teams are holding their annual organization meetings. Golfers and tennis players are getting out their caddies and racquets. All these people wear, and will consequently buy at this season of the year, clothes especially suitable for their exercise. Therefore, it behooves the furnisher during May and the succeeding month to keep a watchful eye for orders from individuals for sweaters, knickers, etc., and from teams for suits, caps, etc.

During this month, too, comes the anniversary of the birthday of Her Majesty the Queen, a day that every loyal Canadian (and who of us is not loyal?) takes pride and pleasure in celebrating. It is altogether likely that the martial spirit pervading Canada at present will make the celebration of the day

more effusive than even in past years. This should mean to the furnisher an increased sale of flags, big and little, patriotic neckties, the national colors, etc.

Then, as the days lengthen and the sun increases in warmth, the furnisher may reasonably anticipate a good call for light underwear, straw hats, etc. If these goods are well pushed during May, a good demand for them should be created. Everything considered, May gives promise of much fruitfulness to the men's furnisher.

Pajamas are Triumphant.

In enumerating the unexpected issues that have arisen out of the war with Spain, says a New York letter, the contest between the pajamas and nightgowns ought not to be omitted. And while most of the other issues remain unsettled, this issue has been settled finally and forever by the triumph of the pajamas.

For years the battle between the "new fangled" pajamas and the old reliable nightgown of our forefathers had been waged with varying success, the pajamas gaining a strong yet uncertain foothold in the cities of the seaboard and making occasional incursions into the interior, the nightgown holding the interior, and keeping up a harassing guerilla warfare in the suburbs of the seaboard cities.

Pajamas are undoubtedly the most civilized possible night dress. In pajamas, a man is ready for anything. He is at once dressed for night emergencies of fire, strange noises in the basement or sudden descent of a foe, whether burglar or Filipino. In a nightgown a man is ready for nothing. In appearance he is "not in it" at all. In ability instantly to face his fellow-beings he is ridiculous. In feeling he is wretched.

Next to the habit of the daily bath, pajamas are the most valuable gift of the Orient to the Occident.

Summer Neckwear.

Early May brings the usual changes in the styles of neckwear in popular demand. People will not buy kerchief scarves and that sort of wear until the season approaches when they are going to wear their coats open, and divest themselves of their waistcoats. The reason, of course, is obvious, because the whole beauty of the handkerchief scarf is generally in the large end, which does not show at all unless on an open shirt bosom.

In past seasons the Summer neckwear has been cotton, in the different shapes and styles of washing ties, but this season, in the United States, where the trade opens much earlier than it does with us, cotton neckties are absolutely unsalable, unless in cheap staple shapes. The prevailing good times has brought the light Summer silks into great favor. These are made up into large kerchief and bordered ties at 50c., 75c. and \$1, and are worn by everybody, men and women.

The character of pattern for this Summer in kerchiefs differs materially from last season. One style that is a great favorite is the bold cashmere effect in scroll and paisley designs. The

NECKWEAR

NECKWEAR

*Returned to
mail office 20/9/00
see cut on no 1 page 65-*

The B. Scarf

MANUFACTURED BY

TOOKE BROS., LIMITED

MONTREAL.

Correct Styles
for May:

BATWING,
FLOWING ENDS,
HANDKERCHIEF SCARFS.

MEN'S FURNISHINGS—Continued.

other style, selling equally well, is dark ground in blue or purple, with a clear well-defined pattern of white.

Of course, the kerchief scarf will be the great article for the coming few months, but the other ties will sell well; for example, the new Oxford bow, so largely advertised in the New York men's furnishing journals. This shape is a boon to men and women who wear the high-standing turndown collar, it is so simply adjusted, and has all the appearance of a tied-by-hand bow. This bow looks remarkably well in all striped patterns in the latest purple and blue effects.

Khaki is having a great run. It is selling very well in flowing ends, made of khaki silk cord, slashed with red, blue, purple, or any good contrasting color, and a decided novelty for the swellest trade is being shown in a khaki kerchief tie of fine foulard silk, the groundwork being khaki shade, the border and centres being relieved with patterns in green, red, blue or purple.

Stripes are holding their own, and, in fact, are increasing in popularity, owing to their being so suitable for the flowing end scarf so much worn at present, as when cut bias and properly made it shows to much better advantage than any other style of pattern.

The Sale of Sweaters.

There has been in the last two or three seasons an unusually big increase in the use of and demand for sweaters, for both men and boys, and already this season evidences of the same tendency are not wanting. Though the Spring has been backward, athletes, bicyclists, and even pedestrians, are to be daily seen clad in the comfortable-looking sweater. In the cities and larger towns where bicycling and the more gentle sports, golf, tennis, etc., are popular, the fancy sweater seems to hold its own, and possibly win preference over the plainer

garment, but in the country generally, and among devotees of the rougher sports, baseball, football, lacrosse, etc., in the city, the plain knitted and the quiet colored sweater maintains unquestioned sway. The colors which seem to be the favorites this year are navies, cardinals and black. One house told me this week that they have sweaters in the novelty in colors of the season, the genuine khaki. This should receive considerable attention. A prominent eastern Ontario lacrosse team decided at its annual meeting early in April to adopt this as the club color for their



EVENING WAISTCOAT.

The waistcoat shown in the illustration is made of very delicately figured white pique or marseilles, and cut in the caïro shape, with converging buttons and decided points at the bottom. The buttons may be of gilt or white pearl. The lower pockets have flaps, the upper being simple slits.

sweaters—an action likely to be followed by other teams and by many individuals.

In the city windows, sweaters are generally shown. Stripes are almost universal. If the body and arms do not consist of two or more colors in alternate stripes, nearly always the wrist and neck boasts some very pretty stripe effect.

It is noticeable, too, in the windows, that a feature is made

of boys' sweaters. This strikes me as good policy, for the aggregate sales of sweaters to boys must be considerably greater than the total value of those sold to men, judging by the fact that nearly every boy one meets wears one of those useful garments.

Collars and Shirts.

This is the season when men's collars and shirts come to the fore, and ladies' too.

Perhaps, four of the most notable of these latter are those seen in Tooke Bros.' advertisement in this issue, i.e., the "Hebe," "Maxine," "Siren," and "Viola." The two first named have been mentioned before. They are made on the same principle as dress stock collars, being about 2 inches in front and $2\frac{1}{4}$ behind. The "Hebe" buttons in front, while the "Maxine" has the opening behind.

In men's collars, the most popular line seem to be in the round-corner with straight band, and the high banded lock-front collars. Among these, the best sellers are the "Hilo" and "Dewey." The ranges most frequently asked for are in 2, $2\frac{1}{4}$, and $2\frac{1}{2}$ -inch heights.

For shirts, colored grounds with figures in pink, blue and helio are having a tremendous run in the United States just now. Those with stripes have them running up and down the bosom. The open back and front, with short bosom—the only sensible shirt for the season—is having almost exclusive popularity. For Summer—that is for June delivery—the soft front will, of course, be in evidence. There is quite a good sale for the plain khaki shirt to be worn with white collars for bicycling and outing purposes in general. And for those who find khaki a trifle too too, even if it is patriotic in idea, there is a haven of security in the stiff shirt with khaki stripes, just the same as any other striped shirt. These latter are certainly rather preferable from an artistic standpoint, but the public are willing to wear anything these days so long as it is "Empirish." These effects will also be introduced in the soft fronts for June delivery.

Fashion Gossip From London.

Khaki colored "bowlers," for which the authorities of the hat trade anticipate a great demand, would not be such ugly things, but they would be likely only to look really well with a riding suit. And even then care would have to be taken that the suit was not made of one of the many grey sporting suitings which are now so fashionable. Grey and khaki make a very bad "mix." There is talk now of khaki-colored straw hats for the summer. This would really be "beyond a joke," and it is sincerely to be hoped that the manufacturer, who is said to be preparing to disfigure the hat market with such unbecoming goods, will see the folly of his ways at the right time, which is now.

Silk hats are losing a little of their straightness of crown, and becoming more bell-shaped. The change is a welcome one, for the curve in the crown of a silk hat adds greatly to the smartness of the article, without detracting from its qualities as a suitable accompaniment to the attire of strictly formal occasions.

Except for sporting or morning wear, the double collar is not likely to be so popular throughout this year as it was during 1899. This is clearly accounted for in the fact that there was a particularly large demand last year for bows and sailors' knots, which are the only kinds of neckties that look well and tie well with double collars; and that this year there is a great run already on large and full pin-ties, which are

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms: \$5 per hundred clippings, \$10 per thousand, payable in advance, but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,
505 Board of Trade, MONTREAL. 26 Front St. West, TORONTO.

We are head-
quarters for
the now popular

KHAKI SERGE

Oxford Mfg. Co., LIMITED
OXFORD, N.S.
NISBET & AULD, TORONTO AGENTS.

Niagara Neckwear Co Limited
Niagara Falls

Makers of American Styles
Of Neckwear



OUR representatives will soon have the pleasure of calling on you with a full line of samples for the Autumn and Winter trade, and would respectfully solicit a share of your esteemed patronage.

The Empire Manufacturing Co.
Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

nothing unless arranged round ordinary stand up collars, with or without the points slightly turned outwards.

Dress bows are now very small, and although pulled in tightly in the middle, do not suggest the old butterfly pattern.

Lacing is quite taking the place of buttoning as a fastening for our attire. Not so very long ago it was considered anything but correct to wear laced boots with a frock coat ; to-day it matters not whether our patents are laced or buttoned so long as the boot is a light make. Then there came the laced riding breeches, and now a success has been scored with a laced waistcoat for sporting wear, which is made of leather stamped in imitation of the crocodile's skin. We may now look out for the coat with a laced fastening down the front, or the gloves which lace instead of button, or the shirt-front with laces in place of studs !

Quarter Size In Collars.

A London correspondent makes the assertion that in England the gentlemen of quality have their collars made to order, since no collars are made in quarter sizes and that a half size larger does not fit properly. This statement proves that the Londoners are considerably behind the times, says The Chicago Dry Goods Reporter, and that a Chicago correspondent should be on the regular staff of all foreign papers, in order that they may be informed as to the march of progress. One of Chicago's prominent haberdashers carries in stock a full line of quarter sizes in collars, and it is unnecessary here to have collars made to measure in order that a fit may be insured.

The Linen Shirt.

Many wondered why linen has almost ceased to be the popular material with the well-to-do for the bodies of shirts, as well as for the parts which are exposed to view, says a writer in Fashion, London. I confess to be at a loss to account for the change. Cotton has, in most cases, usurped the place of linen on the backs of men, though linen still maintains its ancient position in front, but in a somewhat limited form. To say that cotton has displaced it, owing to its comparative cheapness, would not be altogether correct, for I know of very many instances where it has superseded linen regardless of the question of expense, and, in these examples, at any rate, the change must be attributed to something else. It may be that in the latter days of the "linen age" makers introduced over-bleached linens into their shirts, and, in conceding to the demand for goods of "celestial whiteness," were so far impairing the durability of the linen as to render it a comparatively easy matter for cotton to displace it. On the other hand, if the linens used were of the proper strength and texture, the cause of its falling off must be attributed to the vagaries of fashion, because on every point of comparison linen proves its superiority.

A properly manufactured grass-bleached linen possesses a beautiful silkiness of appearance and touch, and its whiteness increases with every wash. Some years ago, and when the all-linen shirt was still commonly worn, but when its hybrid rival was already established, a well-known writer delivered himself of the following : "The comfort imparted by the use of the shirt composed exclusively of linen can only be appreciated by those who have had the wisdom to make themselves familiar with the fact by personally happy experience. There are persons possessing something of an enthusiastically ardent

temperament on this point, though eminently practical in other matters, who contend, and not without some show of reason, that the conception of a grand or happy thought would be an impossibility with him who ignores the use of linen—this may be merely a fancy, or, if a fact, one only existing in isolated instances. Certain it is that those who have become familiar with its use would not readily permit themselves to be divested of such comfort, or divorced from the enjoyment of such a luxury.

"We well remember the time when any textile fabric save linen was all but unknown in the composition of the shirt. Matters have now assumed a very different form. In the exercise of what we conceive to be a decidedly mistaken economy, linen has been adopted only for those portions of the inner garment that are subject to external observation. That our epithet, 'mistaken,' as applied to the pseudo economy of a merely partial use of linen in the composition of the shirt, can, we think, be fully and clearly justified. Granting that cotton suitable for this purpose would, in the first instance, be lower in price by even 30 per cent., only a seeming saving would thereby be effected by its adoption. It is by no means extravagant to say that a similar garment, made of strong and well-bleached linen, would be of double endurance to the one composed of the originally less expensive material, thus showing, in the comparison, a saving of say 40 to 50 per cent. by the use of linen, without taking into consideration the cost, trouble, and annoyance attendant on the repetition of the sempstress's vocation."

None of us are prepared to endorse the intimation that transcendancy of thought is impossible outside linen, or to expect to see an inspiration shirt in different qualities placed upon the market. Nor does "the repetition of the sempstress's vocation" any longer trouble us ; but on the practical considerations of comfort and economy the linen shirt continues to deserve all that the enthusiast has written about it. One of these days, perhaps, we shall hear of its revival, and with the improvements and increased facilities for the manufacture of flax goods the linen shirt will not fail to find as many ardent advocates in the future as it had in the past, and it is very improbable that cotton would supplant it a second time.

The best cloth for the body is a genuine grass-bleached, "sixteen hundred" (Irish-guage) linen, weighing about 21 pounds to a web of 70 yards ; and I make a point of specially mentioning this, because success depends so much upon the use of proper material, and owing to the diminished demand for linen shirts during the past two decades, many shirtmakers may not know what consistency of cloth to use for the purpose.

It is a pardonable mistake, perhaps, to insist upon having linen of intense whiteness when new ; but the tendency to favor this exaggerated bleach led to the use of lime, which, whilst producing the required effect, so impaired the strength of the fabric that its durability was very considerably diminished. Not only that, but lime-whitened linens do not retain their bleach, but become discolored in the course of use. The grass-bleached material is of a soft cream-white, and this faint yellow tinge is dear to the heart of the expert, because he knows the bleaching process has not been forced at the expense of the cloth, and that its whiteness will become more apparent with every wash, superseding anything obtainable by the use of chemicals.

I am afraid the drapers will not thank me for issuing this gratuitous information, for they have been the chief offenders in demanding hyperbleached goods merely for the sake of

THE CANADIAN DRESS CHART.

MAY 1929

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEA, CALLS, SHOWS, ETC.	WHEELING GOLF GETTING.	EVENING WED- DINGS, DINNER RECEPTIONS, FOR- MAL DINNER AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRESS.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black in Winter, white or brown holland in Sum- mer.	Black in Winter, white or brown holland in Sum- mer.	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with pique front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned- down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk or dark blue or black foulard. Laven- der may be worn at weddings.	Fancy shades.	Ascot or hunting stock.	White, not made up.	Black.	Fancy, of fashion- able shades.
Gloves.	At weddings, white or grey suede, tan.	Tan.	Tan.	White or pale lavender.		Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

MEN'S FURNISHINGS—Continued.

appearance, but the reason is explained why the durability of the contents of our grandmothers' linen chests is almost unattainable nowadays. However, I am one of those who think that the more accurate the knowledge possessed by consumers respecting the goods they purchase, the better it will be in the long run for everyone concerned, and there is really no reason why the linen shirt, properly made, should not again occupy its place as the indispensable luxury of a gentleman's wardrobe.

A Lively Firm. A correspondent sends an interesting letter about Messrs. Brill Bros., one of the leading outfitters in New York. They are what may be called a lively firm. They are always astir, and they never let the public mind become stagnant. Sometimes it's a big thing; then a little one, but always astir. Here is a card

Where do you have your Shirts made?

**THAT'S MY
BUSINESS.**

Now don't go off in a huff!—I try BRILL BROS.

which they send out or scatter abroad. On the back side it says: "¾ of your life, O man, is spent inside of a shirt. Why not have a fit?" Then follow prices. They also issue a circular, suggestively illustrated, which reads: "Watch the quickest election returns, which will be displayed on five large blackboards in front of Brill Bros., 211 Sixth avenue, shirt-makers and men's outfitters. Three electric arc lights. Place for 5,000 people. Free for all. Best returns. Direct wire. Western Union operator in window."

The other day Max Brill induced a big grey cat to pose as a window attraction. There was a placard which read: "—ch on to the special underwear." Tabby's head was thrust through a hole in the card, thus providing the c-a-t of "catch." The crowd in front of the panes grew so thick that the police had to disperse it. A little later pussy reposed comfortably in the window. Near her was a card with the picture of a smiling mouse-hunter, and the words, "I have caught on."

Advice to New York Dealers. The New York Economist has been giving advice to dealers as follows: "From this time people will begin to think of the Fall trade, and soon buyers must determine their choice of materials, patterns, and combinations, because so rapidly does the time pass and of such enormous magnitude are the interests involved that months are required to properly arrange and classify the products of the manufacturer so that they may attract and satisfy the demand of the consumer."

"Indeed, the most enterprising of large departmental store buyers have already largely anticipated their wants, and, being assured that there will be no retrograde movement in prices to harass them, have forestalled a possible advance by buying largely. There may be, however, a scarcity of materials."

"The furnishing goods trade is to be congratulated, because for the next six months it will be in the heyday of its prosperity. Outdoor amusements, touring, sport, the attraction of Summer resorts, excursions, picnics—all these contribute their quota to the perpetual demand upon the furnishing trades, and each signifies a circulation of currency, which must eventually redound to the benefit of the manufacturer in the prodigious movement of merchandise which it entails."

"We have already called the attention of our readers to the importance of the outing trade and to the advantageous possibilities which are involved in their proper appreciation, and again that every opportunity be utilized and no effort spared to impress upon each circle in the community the readiness and anxiety to properly meet all the demands of the most exacting."

"Of course, liberal methods are required, also constant attention to details, and a salesforce which is popular with the customers. This last item is frequently ignored by retailers with disastrous consequences to their departments. During the coming season, more than at other times, a salesman can make his influence perceptibly felt in many circles, and, if encouraged to do so, frequently attracts much additional trade to his department."

"There is more wear and tear during the Summer, the warmth of the atmosphere compels frequent changes of apparel, a greater variety of clothes is needed than at any other season, and all these contribute to a continual demand which brings profit and patronage and deserves liberal encouragement."

"Styles will not be much changed, although there is a sufficient departure from old forms to mark the inception of the new and to mark the man who wears his last year's suit and furnishings."

"In the neckwear trade novelties are continually being shown. It is the line which most retailers make money on if they give it proper consideration. No one, except those directly interested, can grasp the magnitude of the neckwear industry. If the millions of scarves sold annually were to be brought to one city, no place on the map would be large enough to hold them."

"The continual change of styles and patterns compels action on the part of manufacturers who are always seeking new accounts. Every day dry goods establishments are springing into existence, and a large proportion of the money invested goes to neckwear makers. The first sale held is usually a scarf sale, and the neckwear department comes in for a generous share of advertising. There is a demand at present for steel-grey shades in scarves. Possibly this has been caused by the introduction of grey overcoats, grey hats and grey gloves. Certain it is that grey colored scarves are very popular. If they won't sell in Summer, they will sell more in the Fall and Winter. No neater tie could be worn. There is also a tendency to flashy scarves, and rumchundas, now so popular, meet the demand."

"The Summer tie, which will be worn with the high-banded collar, will be very much like a batwing, only a trifle narrower, made that way so as to permit the wearer to draw it through the collar easier. The narrow four-in-hand has also been much in evidence, and it will be as popular with men as it is at present with women. The narrow scarves in high-banders look just right, and there is no reason why neckwear buyers should not dispose of large quantities of the scarves."

"Do not lose sight of the fact that reversible four-in-hands are in great demand. They are made of light and dark foulards and look attractive. A majority of those seen are being retailed at 25c. each. They sell at sight."

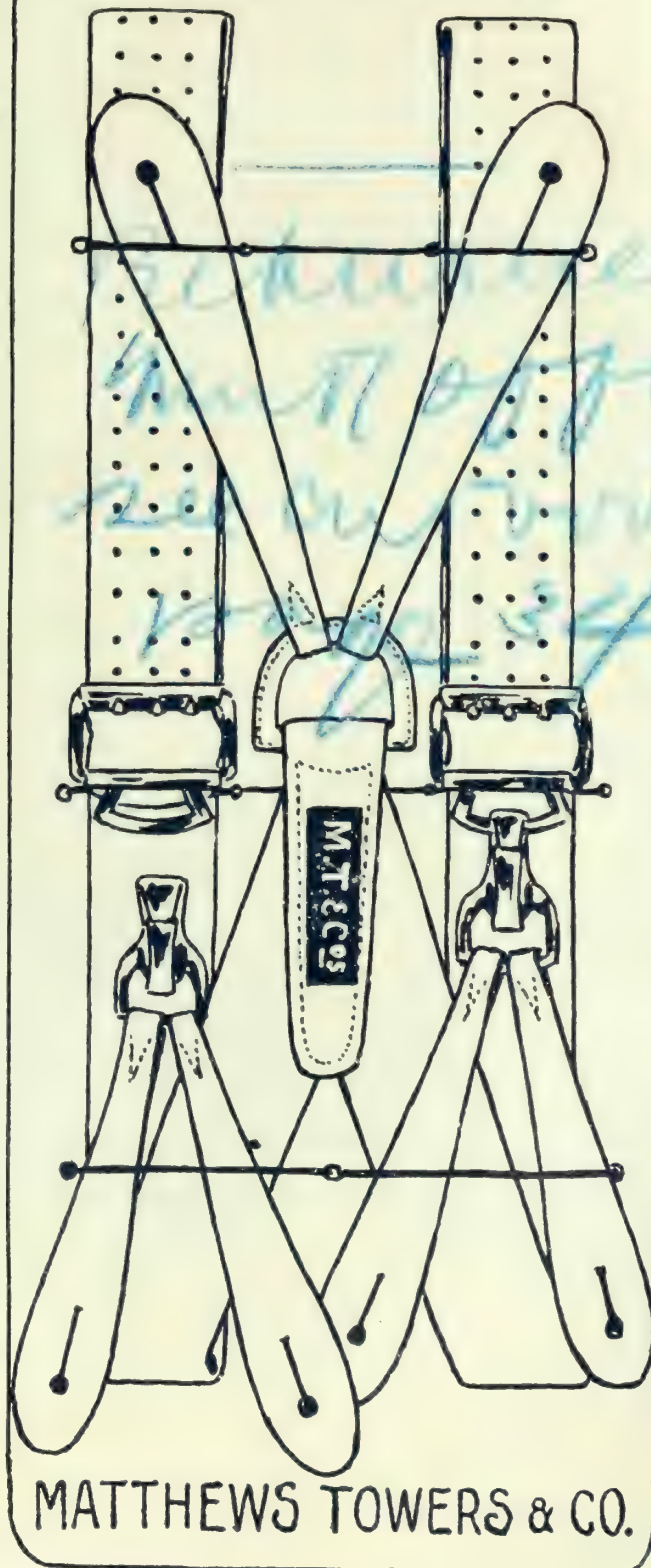
"We have written many articles about negligee shirts and more particularly regarding silk fronts. Do not miss the opportunity to dispose of a large quantity of soft shirts this season. There is money in handling the right kinds of shirts, and from now on it is the duty of shirt buyers to pay less

MATTHEWS, TOWERS & CO.'S

CELEBRATED

HAND SEWN ENGLISH BRACES

HAND SEWN



OUR OWN
PATENT
ROLLER
BUCKLE
AND
PATENT
CAST-OFF
ENDS

COMBINING
DURABILITY
ELEGANCE
AND
COMFORT

The only Buckle
that prevents
Friction of the
Leather Ends.

Guaranteed
Best Make.

MATTHEWS TOWERS & CO.

Perrin Freres & Cie.

THE GLOVE HOUSE OF CANADA.

**PERRIN'S
GLOVES**

ARE THE BEST.



**PERRIN'S
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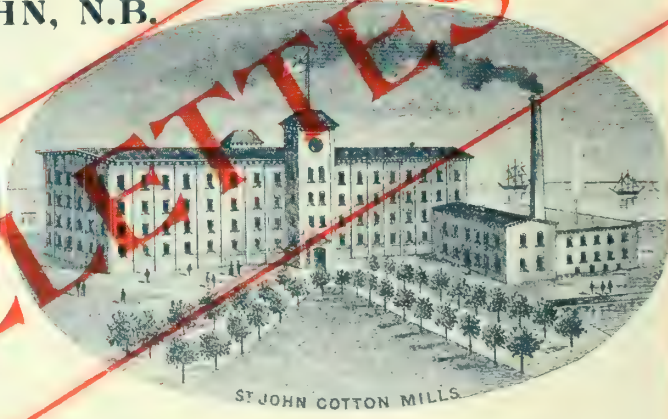
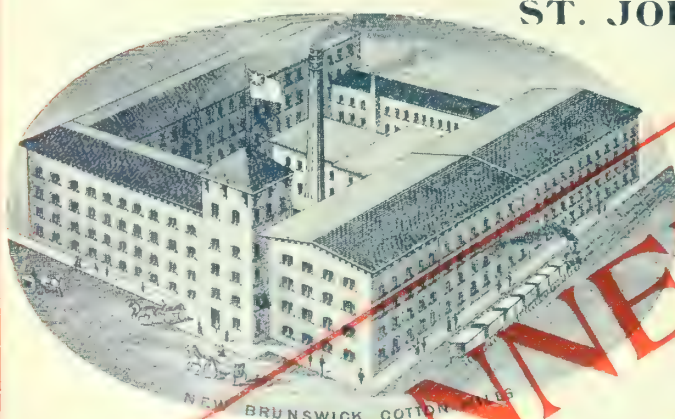
Quality Guaranteed.

Our Travellers will call upon you shortly with a full range of our samples of Ladies' and Men's **Kid Gloves** for the Fall trade. Our samples and shade cards are the most complete you have seen yet. See them before placing your orders.

Perrin Freres & Cie., 5 Victoria Square, Montreal.

W.M. PARKS & SON, Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Flannelettes, Fannelette Sheetings, Domets, Saxpnys, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents

J. SPROUL SMITH, 39 1/2 Yonge Street, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

ALWAYS AT THE TOP
 TRADE MARK
 W.G.R.

The Newest High Band Collar



ARIZONA

2¼ Inch
 2½ "
 2¾ "
 3 "

Four
 Heights

MEN'S FURNISHINGS—Continued.

attention to stiff bosoms and display negligees. 'Show good shades, ask fair prices and sell the kind will give satisfaction—the kind that will make friends for your shirt department.'

**Brief Notes
Here and There.**

Thomas Younglelaus, clothier, St. John, N. B., has been succeeded by M. Goudie & Co.

Simon & Adler have registered partnership in Montreal.

Fraser & Co., men's furnishers, Vancouver, have retired from business.

M. Markson, men's furnisher, etc., Vankleek Hill, Ont., has assigned.

Loftus Stark, tailor, etc., Seaforth, Ont., has admitted John Leatherland as partner.

The stock of John Aitken & Co., men's furnishers, etc., Montreal, has been sold.

The Niagara Neckwear Co. are showing handkerchief squares in rumchunda cloth with Union Jacks and tricolor flags.

Assignment has been demanded of H. Garayet, hosiery manufacturer, Montreal, who has, however, filed contestation of the demand.

Golub & Slomensky, wholesale clothiers, Montreal, are opening a branch in Ottawa, under the style of the Imperial Clothing Co.

Fraser, Fraser & Co., clothiers, etc., St. John, N.B., will retire from business on August 1. Henderson, Hunt & McLaughlin are starting in this business in St. John.

The Niagara Neckwear Co. are showing a good novelty in a line of silks in khaki ground, with soldier designs in both infantry and artillery to represent the Canadian contingents. They can be made in four-in-hands, imperials and squares.

McFarland, Gray & Southgate, wholesale dry goods dealers and clothiers; the Imperial Manufacturing Co., manufacturers of shirts, overalls, etc., and Keens Manufacturing Co., manufacturers of shirts and blouses, Toronto, have suffered loss by fire; insured.

The Dominion Suspender Co., Niagara Falls, Ont., are offering the trade "Soldiers of the Queen" suspenders, all in khaki. This should prove a great line for patriotic window displays, especially as a large showcard, printed in khaki, goes with every shipment. They can be retailed at 25c.

A very taking announcement on khaki notepaper has been issued by Matthews, Towers & Co. to the trade, stating that, owing to the increase of their business, they have leased for a term of years the warehouse No. 14 St. Helen street, Montreal, where customers will be welcomed on their next visit to town.

Rumchunda scarves are expected by many to have an exceptionally good run this Summer. Some firms who have made special arrangements are going to show these goods at \$4.50 per doz.—to retail at 50c. This is quite a come down, and ought to meet with favor throughout the trade. Most of these ties will be worn by ladies as well as men.

Robt. C. Wilkins, Montreal, reports that orders for Fall are coming in very freely, particularly on his specialties in smocks, pants, etc., for the lumber trade. His line this year merits special attention containing as it does some entirely new features. "We have everything in khaki," Mr. Wilkins says, and "everybody wants something in khaki." The "Rooster" brand will add on 1,500 feet more space on May 1.

Probably the oldest merchant in the glove business in Canada is Mr. Henry M. Balcer, of Three Rivers, Que. The

other day he issued a circular to his friends throughout the trade that, owing to advancing age, he intends to discontinue his business. Mr. Balcer has been actively engaged in the wholesale manufacture of gloves, mitts, moccasins, shoes, etc., ever since 1852, and had won the esteem of a large circle of business acquaintances.

Something good in the line of suspenders is always in demand. Matthews, Towers & Co., Montreal, have a new brace, which they claim is especially worthy of mention. It is their celebrated hand sewn English brace, which has the combined advantages of durability and of elegance and comfort. They have put on their own patent roller buckle and patent cast-off ends. This buckle, it is claimed, is the only one that will prevent friction with the leather ends, and is guaranteed as the best make.

The stock of the late Glover & Brais firm—now in the hands of Mr. F. F. Kelly—is selling very fast indeed. Foreign and Canadian manufactures in special lines were ordered in advance and left on their hands. Of course, these were bought cheap, and are being sold the same. It is said that they are being sold at 75 per cent. A large sale is going on in samples on the condition that the purchaser keeps all, or returns the parcel complete. Ties, braces, half-hose, golf hose, undershirts, etc., are among these lines of sample goods. Full lines of regatta shirts which were ordered by Glover & Brais, but not finished up, are being disposed of very rapidly.

THE QUESTION OF PRICE.

It is probable that prices have now reached the top notch. This does not mean that there may not be advances in isolated cases here and there. But in the main we think that the top has been reached, and any further advances would probably be of a speculative nature or due to some unforeseen calamity, such as a great war or other serious disturbances to the world's trade.

From what European buyers tell us, prices are firm just now in Europe, especially in woollen goods, and in some lines of cottons and linens. But they admit that higher figures are not expected. At the same time neither is it expected that prices will sag this season. It requires the knowledge of a mindreader to be aware of how much Canadian buyers have paid for their goods this year. There have certainly been higher prices paid all around in some lines, while in others contracts have been placed at the old figures.

HAVE STARTED TO MANUFACTURE FELT.

The Perth Woollen Co., Limited, have enlarged their mill and installed machinery for felt-making. They now manufacture all grades of felt, from the beautiful shades and textures used by ladies in making fancy table drapes, etc., to the thick stock utilized in piano factories. The process is a simple one, yet the machinery required occupies a large amount of space and is very expensive. At the present time the machinery is working steadily on a large order of padding felt, a material used by tailors in hiding defects in the forms of their customers, but other lines will be made when this is completed, such as felt for rubber and overshoe linings, felt used in the manufacture of refrigerator cars, felt for caps, beavers and meltons, felt for shantymen's heavy socks, and numerous other grades, all of which are at the present time imported. A number of experienced men have been engaged at the mill lately, and, although the manufacture of tweeds is continued as in the past and is in a flourishing condition, the prospects of the felt industry are very bright.—Perth Expositor.

Dominion Suspender Co

Niagara Falls

Makers of Trade **D** Mark Suspenders

Guaranteed

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
" "	St. Lawrence Hall
Quebec	Chateau Frontenac
" "	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
" "	Walker House
Winnipeg	Leland
" "	Winnipeg Hotel
Ottawa, Can.	The Windsor Hotel

An Agency Open

A FIRM OF SPINNERS OF

HIGH-CLASS KNITTING YARNS

having recently lost their Canadian Agent, are open to receive applications from responsible and suitable houses to represent them in Canada. Communications to be addressed to "SPINNER."

LONDON OFFICE, "CANADIAN DRY GOODS REVIEW,"
109 FLEET ST. E.C., LONDON, ENG.



H. K. HAGEDORN, Manager.



"We Fear Nae Foe."

Remember, Satisfaction Guaranteed.

The....

Berlin Suspender and Button Co.
BERLIN, ONT.

OUR

Samples

CONSTANTLY ON
THE ROAD . . .



NOVELTIES added from time to time. Trade has been increasing right along. The output for 1899 was 25 per cent. ahead of that of 1898.

1900 to date is 70 per cent. ahead of the corresponding period of 1899. Verily this is the growing time. To keep pace with our requirements, we have let the contract for new premises which will give us ample accommodation; enabling us to maintain our usual promptness in executing orders.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.

TORONTO.

ONT.

A MODEL DEPARTMENT STORE

IN A COUNTRY VILLAGE.

HOW IT IS LAID OUT AND HOW IT IS MANAGED.

THE store at present owned by Mr. J. A. Stewart, of Exeter, Ontario, is well worth an inspection. From the chief department to the slightest detail of business all is well managed and under the personal supervision of Mr. Stewart, who is a genuine business man, level-headed and up-to-date in all his ideas. Indeed, this place of business is a credit to a small country village like Exeter.

The store itself is 135 feet deep, with a frontage of 50 feet, and is commodious and airy. Every available space is utilized to the best advantage, and yet it is so well arranged that the appearance of crowding, so hurtful to the good display

As we enter the store we see, on our right, the space allotted to dress goods. This is well chosen because of the excellent light.

Facing us is the department for fancy goods. On our left is the men's furnishing department. Farther on to our left is the department for groceries, which is nicely placed rather at a distance from the other departments.

In the space fronting the men's furnishings and the fancy goods departments, and between the grocery branch and the dress goods space, are small tables on which are displayed furs, prints, or other goods, according to the season. Further on to our left is the clothing department.

Beyond the dress goods, on our right, we come to the staple department, opposite which are ladies' and children's shoes. Still farther down on our right are the mantle and lace curtain departments, opposite which is the china department.

At the extreme end of this long store, and made bright and



THE CASH DEPARTMENT STORE OF MR. J. A. STEWART, EXETER.

of stock, is entirely avoided. A description of this up-to-date store, whose motto is "Cash and One Price," will, no doubt, be interesting to THE DRY GOODS REVIEW's readers.

In the first place, the front is modern and up-to-date. The windows are excellent, three of them, large and well-lighted. The interior fittings of mirrors make a splendid background for a window display. They certainly are of great help in the business. By day the display is well shown, and by night, under the clear light of acetylene gas, one can see just as readily the colors, etc., as by day. The window display is always carefully thought out and planned, the owner fully realizing the advantage of fine windows.

attractive by light, curtains, etc., is the millinery showroom, beyond which again is the workroom. The millinery branch of this prosperous business is as well managed and as successful as even the enterprising owner himself could wish.

Upstairs we find an extensive display of carpets, and also of wall papers. Here, too, is kept all reserve stock. This outline gives only an insufficient sketch of the many branches of the stock, but it may serve to give our readers some idea of its many excellent points.

A few comments on noticeably good ideas in this business may not come amiss. One notices that the counters have, in many cases, glass tops, beneath which are displayed goods,

NISBET & AULD

SELECT WOOLLENS

— AND —

TRIMMINGS

TWEEDS and
HOMESPUNS

in every desirable make and coloring in
Plains, Twills, Checks and Fancy Weaves,
including the famous “**OXFORD**” goods.

WOMEN'S

OUTING

FABRICS

FLANNELS and
TENNIS WORSTEDS

in White, Cream, Fawns, Greys, Blues and
Black, in

PLAINS and STRIPES.

REVERSIBLE
CLOTHS

in a variety of new weaves and colorings.

BLUE SERGES

specially manufactured in shades suitable for
outing costumes.

POPULAR SHADES in stock:

GREYS, BLUES, KHAKI, PURPLE, FAWNS,
BROWNS, SLATES and BLACK.

NISBET & AULD, - TORONTO

A MODEL DEPARTMENT STORE—Continued.

which are easily discernible, and yet run no risk of being put in disorder by much handling.

At the backs of the windows, and facing the interior of the store, are placed large mirrors, which serve to heighten the attractiveness of the display.

The office desk, which is placed as nearly in the centre as possible, has a view of all departments. The "Whiting Cash Carrier System," as used in the city stores, is also in use here.

The three windows are usually utilized to advertise some different branch of the business. The window display is changed frequently, and thus does not become uninteresting to the possible customers.

Each department is under the management of a competent man, and, as the owner himself fully understands all the branches of his stock, we thus see that all the wheels of this business are well oiled and cared for, and consequently the success of the enterprise is not surprising.

A few words as regards the light. By day it is as good as possible, as the store is large and well lighted. By night, the whole interior from the windows to the millinery rooms, is lighted by acetylene gas, and the result is a bright, steady, and clear light, which is of no small advantage in the display of goods by night.

In short, one fully recognizes in this store a business nearly complete in its branches, and running in an excellent, and most successful manner, under its fully competent management.

CATALOGUE OF FANCY GOODS.

Nerlich & Co., Toronto, wholesale importers of fancy goods, have prepared a new catalogue for Spring and Summer of 1900. It is well illustrated, every line being practically set forth by cuts, and the prices of each line being given. The firm are making a special display of patriotic jewelry, hatpins, etc. A copy of the catalogue will be sent to any merchant sending a card to 35 Front street west, Toronto.

A "CRESCENT" BRAND WINDOW.

One of the large windows of The Cooperative Store Co., Limited, Queen street west, Toronto, was recently handsomely dressed solely with "Crescent" brand hosiery and underwear, making a very effective display. A good reproduction of this window will be found on page 82. These goods are well known to the trade throughout the Dominion. The Richard L. Baker Co., sole selling agents, report an increasing demand for the same.

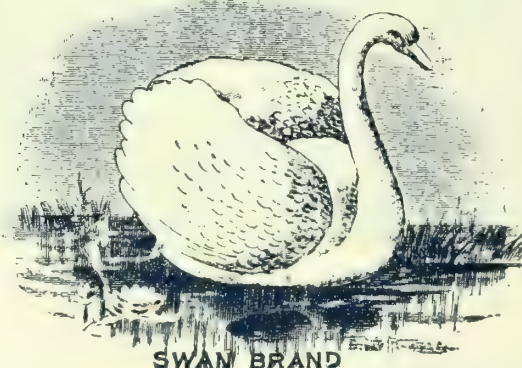
Horn Bros., proprietors of the Lindsay Woolen Mills, since acquiring possession of the mills, have been making changes to improve their output and have shipped largely to the Northwest. New machinery is being added, the firm having purchased a set of wide English cards and a 240 spindle spinning mule. The three machines which comprise the set of cards are built in massive iron frames with polished steel arches, and are fitted with brass bearings and equipped with automatic feeding attachments which will effect a considerable saving in help to operate them.

Boating, Camping and Verandah Cushions

NEW AND ATTRACTIVE GOODS.

PATRIOTIC CUSHIONS, four styles.

**Cotton
Comforters**



**Bed
Pillows**

PRICE LISTS SENT ON APPLICATION.

LETTER ORDERS PROMPTLY ATTENDED TO.

Our goods are sold from Ocean to Ocean.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

M. MARKUS

Foreign Manufacturers' Agent
and

IMPORTER
OF

**Dry Goods, Smallwares,
Trimmings** for Clothing, Mantle, Shirt,
Cap and Fur Manufacturers.

**Silks, Satins, Velvets,
Velveteens, Felts.**

GERMAN TEXTILE GOODS
a Specialty.

Silk and Cotton Woven Labels.
STOCK OF TRIMMINGS COMPLETE.

SILK VELVET AND VELVETEENS
JUST RECEIVED.

30 Hospital St., - Montreal.

Toronto Office: 67 YONGE ST.

Genuine . .
Celluloid
**Collars, Cuffs and
Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are
stamped with our TRADE MARK
Trade Mark.



The Miller Bros. Co., Limited
30 DOWD STREET, MONTREAL

Toronto Agent :
G. B. FRASER, 3 Wellington St. East.

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors
in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.

Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are:

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto



Clothing and Woollen Trade.

ENGLISH LADIES' TAILOR-MADES.

THERE is, if anything, a more decided tendency in the fashions adopted this season by leaders of society to favor plainly-made costumes, and tailor-made styles are more firmly established than ever as an integral part of a fashionable woman's wardrobe. Indeed, we doubt if they will ever be displaced from their position. Even in Paris, which has held so long undisputed the sceptre of modern fashion, London tailor-made styles have been very generally accepted, and whilst the chic Parisienne may soften the correct and severe lines of the Englishwoman's outdoor costume, yet she does not disguise its unmistakable origin or inspiration; indeed, is proud to boast the possession of an English tailor-made garment.

The new styles are mostly built of cheviots and tweeds, in light pastel tints of blue, rose, and greyish greens, but these light shades are best suited to tall and slim figures. The rough homespun and friezes have caught on, and are the novelties of the moment. They do not, however, displace the venetians, face cloths and covert coatings, which, with meltons and serges, are in everyday request. Cloth of a very fine texture is now being worn for fashionable evening gowns, white, grey, blue, and violet being the preferred shades.

The newest skirts are cut very long, and, whilst the leading houses find many of their clients are firm adherents to the more sensible fashion of short skirts, there are many more who have fallen victims to the charms of the newer, if more inconvenient, trailing garment. These are, as a rule, devoid of trimming beyond stitching, and, while the front part remains perfectly plain, the formation of the back is undergoing various changes and modifications.

One of the newest styles is a stitched and pleated skirt, with a plain front and a back and hip part of seven wide pleats stitched from waist to knee line, thus the back shows a wide box-pleat, with three large single pleats on each side that extend to the front breadth.

Some very new skirts shown in the West End are in rough tweed or homespun of a light shade, plainly made with a single box-pleat and having two stole-shaped bands of plain cloth in a darker shade stitched down the front. The short jacket or Eton coat to match has a deep flat fold of the plain cloth stitched around it, the cuffs and roll-collar being formed of the same.

The whispers heard of skirts and coats in different colors and cloths do not, as yet, amount to much. There are very few to be seen, but there are, as usual at this period of the

season, a few check skirts to be noted. The coat and bodice styles now put forward include a very novel Eton coat, which is cut out in a round at the neck, and is fastened across the fronts with stitched straps of cloth and steel or gold buttons.

The most popular form of coat rever and cuff facings continues to be velvet, but this is usually ornamented with braiding in a lightly-traced design, worked with braid formed of silk, and either gold, oxydized silver or steel metallic threads. All costume coats continue to be cut with very short skirts, and the smartest have sleeves that come well down over the hands, those on tight-fitting bodices being usually finished with funnel-shaped cuffs.

Driving or promenade coats are preferred in three-quarter length, and are probably the smartest things shown in tailor-made styles this season. They are chiefly in light grey and fawn cloths, and are cut very full in the skirts. The most favored styles have high upstanding collars, the revers being cut very wide and full and finished with self-colored stitching. Large bone or mother-o'-pearl buttons are the sole ornamentation.

An extremely smart driving coat, in light grey boxcloth, made by an exclusive West End house, had each seam braided with three lines of narrow silk braid in self-color, one on the seam itself and one on each side. The peculiarity of this coat was that it fastened invisibly with hooks and eyes, and was finished without a single button. Another very smart driving coat, turned out by the same house, is stitched to cleverly imitate a double coat, the upper part being vandyked to fall over some 11 rows of stitching, and the same effect is also carried out on the collar and cuffs.

A well-known sporting tailor in the West End has just built for Miss Violet Vanbrugh, to wear in the revival of "Dandy Dick" at Wyndham's Theatre a most up-to-date short driving coat in tan box cloth, ornamented with large white pearl buttons. Mr. Pinero's instructions were, for this character, that the costume should be of the "most pronounced masculine style," and right well have his instructions been carried out. Under this coat Miss Vanbrugh wears a severely-cut well-fitting gown of black and white shepherd's plaid tweed, with a double-breasted buckskin vest, fastened with buttons of crocodile leather and set off with a white stock and high linen collar. She also wears a hard brown felt coaching hat and is a credit to her tailor.

Buttons are of considerable importance on the fashionable tailor-made gown or jacket, and the more exclusive houses are using some very choice, if costly, examples of the new enamels, cameos, onyx and hand-painted patterns, and for cloth gowns

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty

Tailor-Made Skirts and
Jackets

Men's Negligee Shirts

Top Shirts

Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

SPECIAL SALE

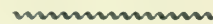
CLEARING

2,000 Boys' 3 Piece Tweed Suits

in assorted shades and patterns, well made and trimmed, perfect fit.

Write for Samples and Prices.

N.B.—Drop us a card and have your name placed on our special mailing sample list.



THE G. A. THORPE MFG. CO.

Wholesale Clothing Manufacturers,

57-59 Bay Street

TORONTO

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

TRIMMINGS

29 VICTORIA SQUARE

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



WOOLLENS

and

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

M. SAXE & SONS

MONTREAL'S LEADING AND LARGEST
WHOLESALE

Clothing Manufacturers.

WAIT FOR OUR TRAVELLER BEFORE PLACING YOUR FALL ORDER.



All our Travellers are now on the road showing their
Fall Samples.

SEE OUR SPECIAL LINES:

Men's All-Wool, Heavy Frieze Ulsters at \$4.

Men's Heavy, All-Wool Tweed Suits at \$5.

IF OUR TRAVELLER DOES NOT CALL ON YOU DROP US A POSTAL. SAMPLE GARMENTS SENT
PER EXPRESS PREPAID.

CLOTHING AND WOOLLEN TRADE.—Continued.

in light pastel tints, destined for the "Sunny South," a great number of large tortoiseshell buttons have been used.

When very small buttons are used they are sewn on in sets of three in triangle form. Very small silk-covered buttons are occasionally used to sew down the hip and back pleats in the new skirts.

When waist buckles are employed in the best-class trade they are of crocodile leather, or the new style known to the Parisians for some time past as "art moderne," in which enameled metal that reproduces the fashionable pastel tints is ornamented with insets of crystals and colored stones.—*London Gazette of Fashion.*

YOUR MONEY BACK.

H. Shorey & Co., of Montreal, have issued the following card to their customers. We commend its perusal to our readers in all lines. A wholesale house that is willing to back up their customers in following this advice seem to have the right kind of business courage and to feel pretty certain of their goods: "When a person buys something with which he becomes dissatisfied after he has taken it home and looked it over the second time it is the worst kind of advertising not to refund his money as soon as he speaks of it at the store. It doesn't matter whether he or the store is at fault—nothing in the world will give a store such a black eye as to compel a person to keep goods he does not want and with which he is not satisfied.

"There is only one thing that can happen to a store which does not make good an unsatisfactory purchase, and that is to incur the enmity of all the friends of the person who has, or thinks he has, a grievance. A business cannot afford to lose the confidence of even one person. Every purchase—whether it be a high-priced suit or a bone collar button—should be made a satisfactory purchase to the purchaser.

"The minute a customer comes in with a kick, the first thing to do is to give him his money back. Don't try to argue with him, and don't wait for him to ask for his money.

"Anticipate his question with a 'Do you want your money back?' Invariably the customer will ask the privilege of an exchange. If you approach him in this way, if he says 'yes' give the amount to him immediately, and then ask whether you might not be allowed to show him something which you think will be satisfactory, and you will find that you will make a sale.

"With such treatment as outlined above no man could become angry. If he were angry when he came in your willingness to make good his claim would calm him. You have heard that 'a satisfied customer is the best advertisement.' By giving money back you change a bad advertisement into a good one.

"When a store advertises 'Money back when you want it,' it shows that the store has confidence in its own stock, and if people think a store relies on the goodness of its own stock they are more likely to trust in that store and in its goods."

Mark Workman, Montreal, has had his tender accepted by the Imperial War Office for 30,000 great coats for the Imperial troops. The contract provides that the goods shall be delivered three months after the date of the arrival of samples and instructions, to the Militia Department in Canada. Mr. Workman is also ordered to make 20,000 jackets and 20,000 pairs of trousers of khaki, and the cloth is sent out and the

samples also, in order to have them done. Mr. Workman says the cloth is splendid stuff. The orders came, it may be said, largely through the influence of Lord Strathcona. Mr. Workman's staff are hard at work on the uniforms, determined to make them a credit to Canadian tailoring.

A SPECIES OF BUFFALO NOT EXTINCT.

H. Shorey & Co., Montreal, have added a number of novelties to their Fall samples, among which is an overcoat which they call Cape Buffalo. It is the cleverest imitation of a fur garment that we have ever seen, and is guaranteed perfectly wind, water and frost proof.

It is said that two strong men with pinchers failed to tear the fabric, and the fur-like surface cannot be pulled out. The longer these Cape Buffalo coats are worn the brighter they look.

The fabric is Canadian, and the method of its manufacture is a secret. This garment will, undoubtedly, be popular for the coming Winter; its utility and strength will commend it to the country trade of Canada, particularly to that of the Northwest.

Mr. Alfred Taylor, for ten years manager of the Oak Hall clothing house in London, Ont., has been promoted to the management of the large branch of the establishment at Hamilton.

Khaki duck, drill and serges will be much worn for this Spring and Summer in bicycle and outing suits; also vests and juvenile garments. H. Shorey & Co., Montreal, have got up a very neat little ad. for these goods in the form of a Union Jack, printed on a card designed to be worn in the hatband, showing a small flag just above the band. The ad. is written on the reverse side of the flag.

Hughes Clothing Co., of Orangeville, have remodelled and redecorated their place of business, so that it is now one of the finest stores in that section of the country, and in thorough keeping with the high-grade lines of woollens and furnishings in which they deal.

H. Shorey & Co., of Montreal, have distributed gratis to 460 of their customers this season specially written illustrated advertisements set up in electro, advertising their goods to the consumer. This should, if there is any virtue in advertising—and we are convinced there is—produce good results. These advertisements generally end up with the words: "Satisfaction or your money back." That way of talking certainly denotes that they believe in their own goods.

The Warton woollen mill has been purchased, and will be put into immediate operation. The new owners are Messrs. Porter, Leith & Co., and the mill will be under the management of Mr. Ezra Hallman.

THE FRIEZE ULSTER.

If made of real frieze, is one of the most useful and economical garments supplied by the clothing trade for Canadian winter wear. Unfortunately the tendency to run down the quality of this fabric among certain clothing manufacturers, whose ambition seems to be in the direction of price rather than quality, has put a lot of worthless so-called frieze garments on the market. We would suggest to our readers in

The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

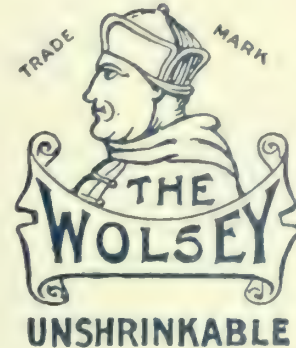
"Tiger Brand"

of Underwear, in plain and fleeced effects.

EIDERDOWN SPECIALTIES

and SHOE LININGS.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

Fall, 1900.

Canadian Woollens

and

General Dry Goods

See



Fleecy Lined Shirts and Pants. Fleecy Lined Top Shirts.
Knitted Shirts. Flannel Shirts. Cloth Shirts.

Our



Cardigans. Pull-overs. Jerseys. Socks. Over-socks.
Hosiery. Mitts. Fingerings. Yarns, etc.

Travellers'



White Blankets. Colored Point Blankets. Rugs.
Grey Blankets. Horse Covers. Horse Blanketing.

Samples



Beavers. Meltons. Serges. Suitings. Pantings.
Dress Goods. Flannels. Druggets. Etoffes. Friezes.

Sample Rooms
Temple Building,
MONTREAL

P. Garneau, Fils & Cie.

QUEBEC.

Sample Rooms
Sandford Block,
WINNIPEG.

"Tiger Brand"



Clothing

"Tiger Brand" is the best clothing being produced in Canada to-day.

"Tiger Brand" has the most style---and the label's the quality guarantee.

"Tiger Brand" is a trade-winner for the dealer, because it gives such absolute satisfaction to the wearer.

"Tiger Brand" assortments for present demands are complete---and wire, letter, 'phone or personal orders have our quickest attention.

E. BOISSEAU & CO., TORONTO

TEMPERANCE AND YONGE.

Sort Up Your... Clothing Stock



FOR 
 SPRING


Goods forwarded by return express.

NO DELAY. NO WAITING.

Customers wishing to assort present stock will find it to their advantage to

Send for our Price Lists
and Sample Clippings.

In writing, please indicate class of goods required, so that we may know the kind of samples to send you.

H. Shorey & Co.

Manufacturers of
 Ready-Tailored Clothing

— MONTREAL

CLOTHING AND WOOLLEN TRADE.—Continued.

the clothing trade a perusal of an interesting little booklet on friezes, issued by Messrs. H. Shorey & Co., of Montreal. This booklet is mailed free by them on application.

Fraser, Fraser & Co., of St. John, N.B., intend to retire on August 1 from the retail business in ready-made clothing, men's furnishings and custom tailoring, to devote their whole attention to manufacturing. The premises at the corner of King and Germain streets, St. John, N.B., now occupied by their retail and custom department, will be taken over by Arthur Henderson, Donaldson Hunt and B. Blair McLaughlin, under the firm name of Henderson, Hunt & McLaughlin. These gentlemen propose to push the clothing, furnishing and tailoring business with great vigor. Mr. Henderson is a practical tailor and cutter, who has had charge of Fraser, Fraser & Co.'s tailoring department for a number of years. Mr. Hunt has been with T. McAvity & Sons for over 18 years, has had charge of their advertising department, and has also looked after Fraser, Fraser & Co.'s bookkeeping for several years past, thus gaining a knowledge of the retail business in their lines. Mr. McLaughlin is a practical clothier and furnisher, and has had charge of Fraser, Fraser & Co.'s Truro store for a number of years.

I. M. Mayell & Son, late of Kingston, have opened in clothing and furnishings at St. Thomas. It is a cash business.

H. Shorey & Co. report a very decided improvement in the class of clothing their travelers are selling for the Fall of 1900. THE REVIEW is always glad to hear that people are buying high-class goods rather than rubbish, as this is a certain indication not only of prosperity, but of sound sense.

We have always maintained that the best was not too good for Canadians. Our South-African record points in the same direction.

THE FALL DRESS GOODS SITUATION.

A BUYER'S REPORT ON STYLES AND PRICES.

MR. FRASER, of S. Greenshields, Son & Co., who has just returned from Great Britain and the Continent, reports that the dress goods situation is very stiff indeed. Prices are high. Stuff simply cannot be bought cheap. The trade may as well make up their minds to that. There is a difference, however, between the English and French goods. The Frenchmen lost their heads completely during the recent advances, and their goods are away up 40 per cent., whereas Bradford stuffs are only advanced some 15 per cent. The feeling of the trade is away from the French goods.

Plain effects are going well just at present, and will for some time; but for Fall there is no doubt at all that tartans and check tweeds will have almost exclusive hold on public taste. Of these, the variety shown is really wonderful. All shades of light and dark are blended, and the effects are rather new.

For blouses, the great favorites are going to be in printed opera flannels and striped opera flannels. These opera flannels are in many different styles, a prominent one being that with silk embroidery effect.

The separate skirt will be very much in vogue, and, with a view to this, special lines in camel's hair effects are shown. The shades of these vary considerably.

Fancy blacks with small chenille figures and blacks in boucle effects will be popular. There is, of course, always a good demand for blacks, whatever is going. For elderly ladies some extremely fine and suitable goods are among these new stuffs. Then, there are plain serges and Scotch tweeds, both plain and colored; also cashmeres. A very taking range is being shown in camel's hair spots. This line is expected to run especially well.

Velveteens and all other lines into the composition of which Egyptian yarns come, are up in price. The Egyptian crop has been a failure, hence the advance. Black broche silks are coming in again. Silks, also, are dearer. Just now printed silks are leading, and they are quite scarce.

For Fall, silk velvets will be in evidence, blacks and colors for trimmings.

To come back to the main point, the most noticeable thing in the whole aspect of the trade at present is that there is no possibility of any break in sight.

NEW BRADFORD MAKES.

Owing to the increase in the production of colonial crossbred wools, Bradford manufacturers have set up special machinery to deal with them and produce certain fabrics of good quality and the latest design at moderate prices. A Bradford correspondent says: "As every season brings with it some new fabric or modification of an old one in which the properties of this crossbred colonial wool have been successfully utilized, and the prices of the competing raw materials, such as cotton, linen, silk, and merino wool, are unusually high, whilst the quotations for colonial crossbred wools are within a penny of the very lowest point ever touched, there seems to be every reason to look for any alteration of price in the near future being in an upward direction. I am glad to find that in the dress goods trade there are some new and clever fabrics being shown made from these wools, which I feel sure will be well received, especially as they possess all satisfactory wearing properties of the Bradford coating serges, which have of late years become so popular with lady wearers all over the civilized world. To sum up the whole situation, there seems to be every indication that we are on the borders of a largely increased use of fabrics made from these crossbred wools, and this not only means that Bradford has a great opportunity before her, but also that the price of this raw material will be at least maintained—probably increased—and also that increased prosperity will ensue to the producers, who are largely British colonists, and whose increase of purchasing power will benefit Bradford. In confirmation of the view expressed above, I understand that a considerable quantity of the crossbred wools of the cheaper kind, which was withdrawn from the recent colonial wool sales in London, has been purchased by private arrangement, and there are also an increased number of offers for worsted yarns from the Continent, which would be fixed up if only a staple basis of prices could be established."

HAT AND CAP RACK.

Reference has been made in these columns to Kirk's patent hat and cap rack. It will be seen in another column that Mr. McDonell, of Westport, who purchased one of these racks, is well-pleased with it, and has written the manufacturer his opinion. The rack is one of the most useful of modern store appliances.

"Glovine"

THE MODERN CLEANSER.

Do you know what it does?



CLEANS GLOVES!

of all kinds.

Put up in 16 oz. bottles, and on sale by all leading dry goods stores.

Canadian Agent,

FRED. W. WINTER,
33 Melinda St., TORONTO.

MANUFACTURED BY

THE GLOVINE MFG. CO.
WILKESBARRE, PA

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East
TORONTO.

JOS. W. WEY,
6 Bastion Square,
VICTORIA, B.C.

The ... "Beaver Brand" Macintosh

This is what our customers say: "Never had Macintoshes that gave such satisfaction as the 'Beaver Brand' "

HAVE YOU TRIED THEM YET?

If not, begin the new century with Macintoshes that will give the greatest satisfaction to you as well as to your customers.

**THE BEST AND CHEAPEST MADE
OR SOLD IN CANADA.**

Write us if our traveller does not call on you.



The Beaver Rubber Clothing Co.

1490 Notre Dame St., MONTREAL.



"RAGLAN."

A Crescent
Brand 
REGISTERED

 Hosiery and Underwear
Window.



DESIGNED BY THE COOPERATIVE STORE CO., LIMITED, QUEEN ST. WEST, TORONTO.

THE RICHARD L.
BAKER COMPANY,
TORONTO

Sole Selling Agents.

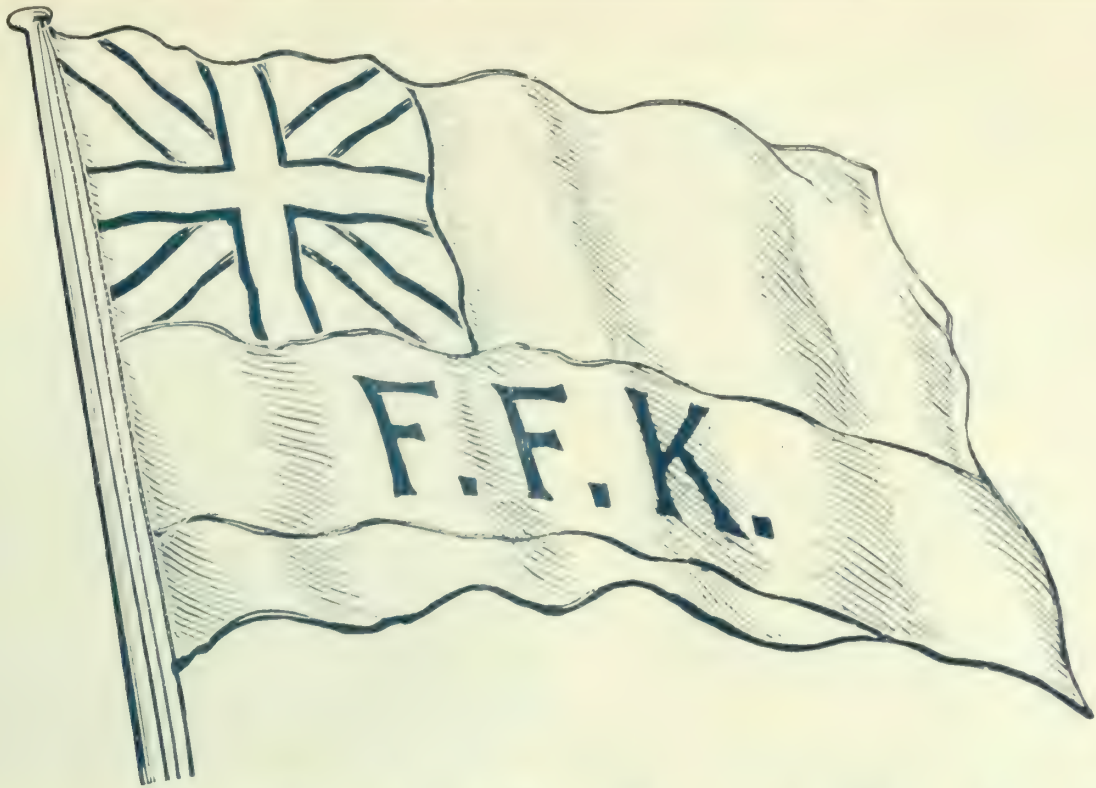


S. Lennard & Son

— DUNDAS

MANUFACTURERS OF

"Crescent" Brand Hosiery and Underwear.



Glover & Brais' Bankrupt Stock Sale

\$100,000 at 25 Discount.

Stock still fully assorted. Brais Brand goods continue to arrive from **British, Foreign and Canadian Manufacturers**; special lines ordered in advance and left on their hands, **bought by us for cash** at a sacrifice and offered to you on the same basis. We guarantee you a saving of at least 25 per cent. on an all-round purchase.

What More Can We Do for You?

Goods new, fresh, tony, and perfect in every respect.

SALE OF SAMPLES

An enormous quantity on hand and we offer to send you all on approval subject to **one condition only**, viz: that you **keep all** or return the parcel **complete**.

SOLD OUT SAMPLES

Sample Ties, \$1.25 for 75 cts., \$2.25 for \$1.50, \$4.00 to \$6.00 for \$2.25.
 Sample Braces, 75 cts. to \$2.00 for 75 cts., \$2.25 to \$3.00 for \$1.50, \$3.25 to \$4.50 for \$2.25.
 Sample Half-Hose, \$1.90 to \$3.00 for \$1.80, \$3.25 to \$4.50 for \$2.25, \$4.50 to \$6.00 for \$3.00.
 Sample Golf Hose, \$4.50 to \$6.00 for \$3.00, \$6.50 to \$9.00 for \$4.50, \$9.25 to \$12.00 for \$6.00, \$12.50 to \$18.00 for \$9.00.
 Sample Undershirts, \$2.25 to \$4.00 for \$1.80, \$4.25 to \$6.00 for \$3.00, \$6.25 to \$9.00 for \$4.50, \$9.25 to \$12.00 for \$6.00, \$12.50 to \$18.00 for \$9.00, \$18.50 to \$36.00 for \$18.00.

TRY US WITH AN ORDER WE TAKE ALL THE RISK.

Full line of **Regatta Shirts**, fresh from the laundry May 1. Ordered by Glover & Brais but not finished up.

COULD NOT BE BOUGHT TO-DAY FOR LESS THAN 25 PER CENT. ADVANCE.

ALL SIZES IN STOCK.

PRICES—\$6.50 for \$5.40, \$7.50 for \$6.25, \$9.00 for \$7.75, \$9.00 for \$8.00, \$9.50 for \$8.00, \$10.00 for \$8.00, \$9.50 for \$8.25, \$10.50 for \$8.50, \$10.00 for \$8.75.

TERMS—NET 30 DAYS FIRST OF FOLLOWING.

F. F. KELLY, Montreal.

NEW GOODS IN WHOLESALE TRADE.

THE W. R. BROCK CO., TORONTO.

THE W. R. Brock Co., Limited, Toronto, are just now having remarkable success with muslins, printed muslin lace effects and dimities, which they are selling at 40 per cent. under market values. A shipment of cardinal cashmere is just coming in. These goods are scarce and much in demand. A line of black and white shepherd checks, all wool, for 50c. retailing, are going well. They are also showing a line of black and white muslins, sightly goods, to retail at 25c.

This and next week they are opening up repeat orders of tapestry carpets, and will be, during the month of May, in a position to show a very desirable and select range of patterns. They have also a complete range of linoleums in 8 4 and 16 4 widths, and floor and table oilcloths. The curtain department is booming. Many new lines have been added, and the entire range is still intact, beginning at the lowest number. Art muslins are selling freely, and they have just added to stock a number of ranges at popular prices.

In fancy worsted suitings, the woollen buyer reports stock is still well assorted in all shades of greys, both checks and stripes, with a big demand for them. Also, a large range of homespun, all shades of greys and fawns. These are scarce goods. The firm have just cleared out the balance of the stock of goods of two large Canadian mills, about 400 pieces, which they are showing at and below mill prices. The sorting trade in woollens has been exceptionally good during April.

In the muslin department, Brocks are showing good values in all lines of muslin. This is clearly demonstrated by the fact that three or four advances have taken place since present prices were marked on the goods. This applies to Victoria lawns, apron lawns, etc. A repeat order placed with a Manchester firm had to be cancelled, because their firm would not pay the price of to-day, preferring to be out of the goods rather than ask customers the necessary prices. They also show a large lot of fancy white muslins picked up in the Manchester market by Mr. B. B. Cronyn from a manufacturer who wanted cash rather than goods.

The fancy goods department have a large range of parasols, sunshades, black fringes and gimps, belt buckles in nickel, gilt, medallion, patriotic combinations, etc., also pulley belts, buckles and rings in large assortment, fancy garter lengths put up in attractive cabinets, chiffon neckwear, the latest novelties bought at a sacrifice from the Cookson, Louison factory. Fancy ribbons in large variety; all widths and combination of colorings are shown.

Wise merchants will this season lay in a larger stock of flags and patriotic decorations than for many years, on account of the great wave of loyalty that is spreading from Halifax to Victoria. The Brock Co. have anticipated this demand and can supply flags of all kinds and all nations in cotton at moderate prices, including Union Jacks, the British Ensign, Canada, Scotland, Ireland, St. George's Cross, Royal Standard, French tri color, and Yankee flag, etc. Also ribbon flags, patriotic pins, clasps and all such articles to suggest loyalty and patriotic feeling.

Waterproof clothing is a line many houses have dropped, but The Brock Co. have a very large stock of all kinds and

styles in men's and ladies' goods, including Scotch, American and Canadian manufactures.

Plum and kangaroo are the names of two lines of cashmere socks that can be retailed at the popular prices of 25 and 35c. per pair. The Brock Co. claim that there is nothing to even equal them in value, and will send sample dozens on application. The firm have secured lately, in addition to 2,000 dozen of men's up to date neckwear, bought from the Cookson, Louison factory, 1,000 dozen of men's half-hose much below the cost of production; also several lines of underwear which will interest parties on hunt for trade stimulants.

The stock of ladies' and men's underwear is very complete in men's balbriggan, merino and natural wool, also ladies' ribbed in all kinds, sizes and prices. Fabric and kid gloves are a big line with Brock, every size, kind and style wanted for the masses can always be had, together with a good assortment of sensible fancy lines to tone up stock. A stock lot of ladies' blouses, recently picked up, to retail at 50c., are fully 50 per cent. below good value. They also show some white muslin blouses and dresses, put up one in a box, with sufficient muslin edging and insertion properly matched to trim the garment as it should be.

This is the month for sorting-up the hosiery stock, and the immense assortment carried by the Brock house would lead a person to conclude that anything that was wanted in any line of cotton or cashmere here could be supplied. They place orders for thousands of dozens where a short time ago they would buy ten, so a merchant can always depend on getting good value.

The wash goods department report a large demand for mercerized foulard, which is a very fine light-weight fabric in foulard silk patterns—pink, sky royal, harvest, navy blue, cardinal and black grounds. They have already had several large shipments that have not nearly met the wants of customers, as everyone who has had the goods finds that they sell like hot cakes. They expect another shipment about May 1, which will comprise over 100 different designs, repeats of the best selling patterns.

Mercerized brocaded foulards are having a tremendous run in the United States and Great Britain, and are impossible to get at the present time in the regular way. Brock's buyer very fortunately secured part of an American firm's lot. It is a nice soft, silky-feel, good firm fabric, in black and white, harvest blue and white fancy polka patterns.

Foulard satanas is a cloth with a very high satin finish, as bright as the highest priced satins, which has taken the trade by storm. Every lady who sees it is in raptures at once. A great difficulty has been to get deliveries. They have just passed into stock a lot of over 400 patterns, which are being picked very quickly.

Notwithstanding the heavy advances, the last shipment of two of their specials in towelings was bought at a special price when the market was at its lowest ebb, namely, m43, a 16-in. check glass cloth, retailing at 5c. a yard, could not be jobbed now in a regular way at less than 7c.; br8, an 18-in. wash huck toweling, pure white. This line retails at 10c. and bears a good profit, which is less than the regular wholesale price. B30, a 58 in. cream damask table linen, extra heavy weight, a line to wear like wire, to retail at 30c., and a leader at that.

WYLD-DARLING CO., LIMITED.

In their staple department, Wyld-Darling Co., Limited, have their stocks well assorted. They are offering special values just now in all domestic cotton goods, which they bought before the recent advances. They have several new ranges of art denims, art sateens and cretonnes in designs

We stock probably the finest line in the trade.

Allover Laces and Nets, Lace Scarves,

Swiss Embroideries and Allovers,

Esprit Lace and Nets,

Lace Braids, etc., etc.



Our **LACE CATALOGUE FOR 1900** is now ready, and will be sent to any reliable merchant on application.

F. Robertson & Co., Toronto

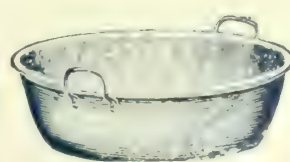
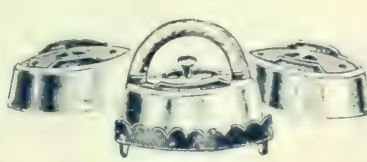
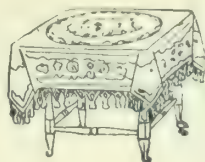
We Have Made a Superb Line of Parasols.

Buyers are especially invited to call and inspect our range at our show room,

20 Front Street West,

Toronto.

The Irving Umbrella Company, Limited.



The Standard Electrotpe Co., Wilmington, Del., U.S.A.

The Pugh Co., 67 Yonge St., Toronto, Ont.

DISTRIBUTING AGENTS for the DOMINION OF CANADA

To whom all inquiries and orders should be sent.

Electrotypes will now be furnished with postage and duty prepaid at the following prices—

Less than 10, 25c. each

From 10 to 24, 24c. each

From 100 or over, 21c. each

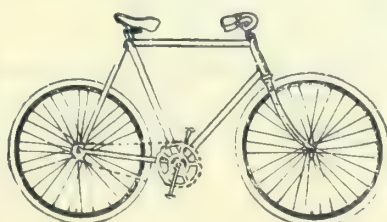
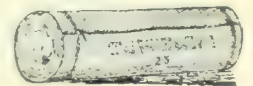
From 25 to 49, 23c. each

From 50 to 99, 22c. each

Send for proof-sheets. Hundreds of cuts to select from.

Illustrations attract attention to your advertisements. Make your ad. the most prominent on the page by the use of cuts.

Half-tones, Zinc Etchings, Electrotyping and Stereotyping.



KNITTING WOOLS.

BALDWIN & WALKER, LIMITED

HALIFAX, ENGLAND.

Manufacturers of the



“LADYSHIP”

KNITTING and FANCY WOOLS

Scotch Fingerings, Vest Wools, Highland Soft Knitting Wool, and X Fingerings.

The OLD WEARING PROPERTIES combined with QUALITY and FAST COLOURS.



Do not place your Fall Orders till you have seen our newest samples, now on the way from England.

TAILOR-MADE SUITS

— IN ALL THE LATEST CUTS. —

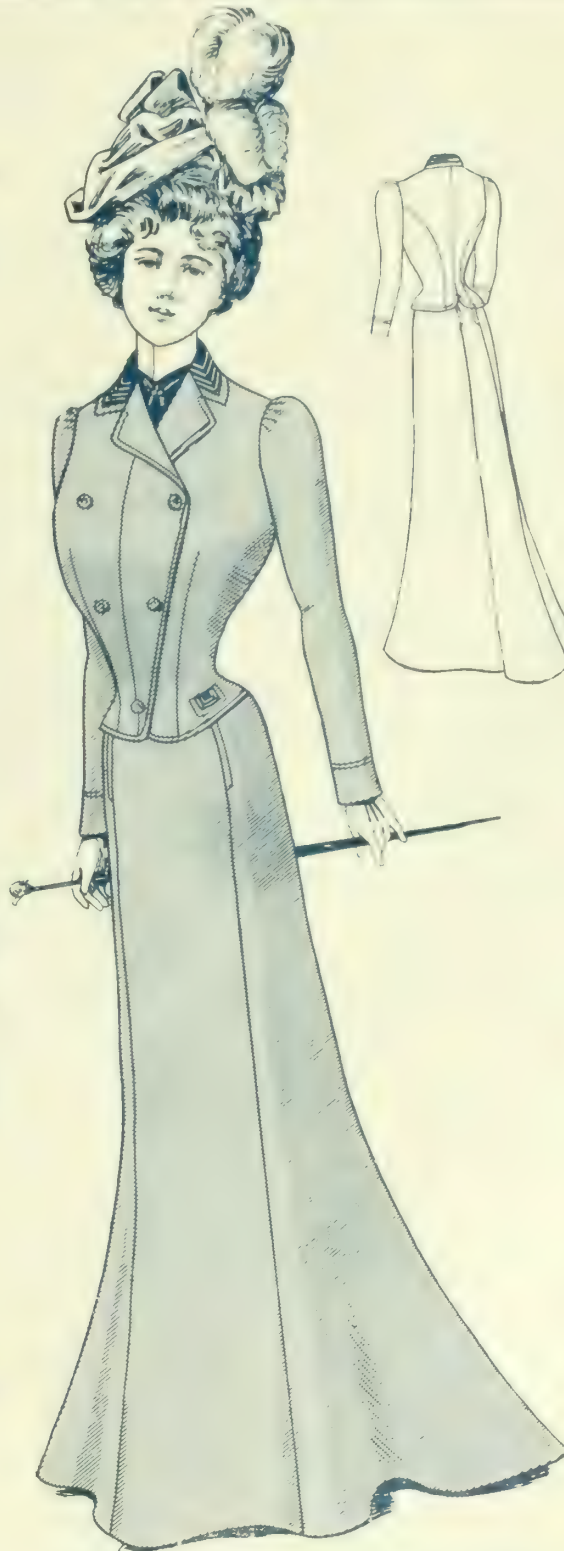


NEXT MONTH

Our factory will be prepared to give quick deliveries in

WASH GOODS

White Pique
Linen Crash
Khaki Cloth
Suits and
Skirts.



WHITE SKIRTS

Will be in great demand.

We are making up special new designs in Pleated Skirts; also New Backs.

PIQUE SKIRTS

25 DESIGNS

To retail
\$1.50 to \$10.00 each.

CRASH SKIRTS

15 DESIGNS

To retail
\$1.25 to \$3.00 each.



STYLE 954—CHOICE OF 100 DIFFERENT CLOTHS.

MADE IN NAVY AND BLACK SERGES, TO RETAIL \$15.00. MADE IN HOMESPUNS AND TWEEDS.

Boulter & Stewart, Manufacturers,
TORONTO.

WHOLESALE TRADE—Continued.

exclusive to themselves, and are showing an unusually fine range of dress gingham, both domestic and imported. An exceptional drive is offered in white pique, which they bought early and under such favorable conditions that they are enabled to offer them to the trade at less than manufacturers' prices.

In their dress goods department, special attention is being paid to a range including more than 20 patterns of blouse silks in the fancy attractive stripes so popular just now, which they are offering at such favorable terms that they could be retailed at 50c. per yard. These goods have had an unusually good sale. Another line which is taking well is 24-inch cream and white satin to retail at 50c. A large stock of these goods is being carried. This department also contains large and attractive assortments of serge in navy, black and cream, to retail at 50c., and of plain and fancy lustre to retail at from 20c. to \$1.

An unusually good business is being done in the woollen department. The stock carried here is the largest they have had for some years, and is one of the largest carried anywhere in the Dominion, comprising all the lines that are proving popular this season. This firm anticipated the coming into favor of tweed and light-colored worsteds, especially in greys, for suitings, and of coverts in olive and green mixed, for overcoatings, and secured complete stocks before the advance in prices. As they still are selling at the old prices, it is not surprising that this department is very busy with orders for immediate shipment.

The Spring demand for men's furnishings is also proving exceptionally brisk. In underwear they are showing a big range in fancy striped balbriggan, mercerized cotton in various colors, and have some special values in natural wool in various weights. In Summer half-hose they have some neat and stylish effects in stripes, checks and plain royal blue, with a small white spot, the last of which is taking a big lead just now. In cotton socks, a black sock with natural wool foot is winning much attention. This, as all other black socks sold in this house, is dyed by Hermsdorf. By May 10 they will be putting on the market the newest style in gentlemen's collars for Summer wear, to be called "Wyld's Hi-Hi." This, they state, will be just what the trade have been asking for, and will be a quick seller. In waterproof coats this firm have received large shipments from leading manufacturers of black coats with capes and single or double-breasted covert coats, which they are offering at popular prices. In sweaters, they have a full range of all goods, including the novelty of the season, the genuine khaki color sweater. To meet the requirements of many dealers for extra large belts, this house have had lines especially made in sizes from 42 to 48 inches.

In the fancy goods department, their stocks are complete throughout. They are showing the newest shapes in ladies' stand-up and turn-down collars at close figures. In belt buckles, many novelties are shown in steel, gilt and jet; also the new pulley buckle and pulley belt. The latest feature is the "Koch" pulley belt, with taffeta or moire ribbon stiffened with featherbone. In ladies' ties, they have a full stock of the newest thing—the brussels net tie, and also of the chiffon bow, and three lines of stock collars in fancy assorted colors, known as the "Zaza," the "Becky Sharp" and the "Sappho." In hosiery, their values are all A1, and are considerably below the market. They are showing one line of full-fashioned, fast-black imported stockings to retail at 12½¢. per pair. Their range of ladies' underwear is very

large, and comprises sleeveless, short-sleeve and long-sleeve goods, bleached or unbleached, in all the latest trimmings, and to sell all the way from 5 to 50c. each.

In fabric gloves, their special line in black, tans, cream and white, to retail at 25c. per pair, is exceptional value. A complete range of silks and lises is offered, to retail at from 25 to 50c. per pair. This department has just received into stock a further shipment of black velvet ribbons, which have been scarce lately, and are now in a position to fill all orders in Nos. 4 to 50. For the Queen's Birthday, a full range of national ribbons in all widths, also national belt ribbons 2 in. wide, and of cotton flags, Union Jacks and Dominion ensigns, to retail at 5, 10 or 15c., is offered.

McINTYRE, SON & CO.

McIntyre, Son & Co. have put into stock new white goods in a variety of styles, patterns, and prices; also, white all-over laces and white tuckings.

In the dress goods are new ranges of black and white shepherd's plaids, in various sizes and prices, and a good assortment of black and fancy wool and silk grenadines.

KYLE, CHEESBROUGH & CO.

One of the best-selling novelties for this season is the chiffon and liberty silk tie with fringed ends. These come in white, cream, and black; also satin-striped chiffon ties in assorted light shades, which are very effective; also plauens. Butter-colored lace collars are the rage, made over white satin, or worn over white satin yokes. This firm have them in several pretty designs, and have just put to stock over 2,000 pieces of cambric and Swiss embroideries of the cheaper grade of goods. These were on order for them since last Fall. Therefore, anyone who secures them at present prices will do so without paying the big advance. These goods cannot be bought to-day at 15 per cent. advance on these prices.

They have a nice assortment of fancy lace all-overs, ranging from 25c. to \$2.50 per yard, in white, ivory, cream, butter, ecru, and two tone; also, Swiss and cambric all-overs and flouncings in the ordinary and schiffli makes.

Their range of black and cream silk and various makes of cotton laces is quite large and complete. They want to be seen to be appreciated. As to price, they will speak for themselves.

Small buttons in jet, gilt, and fancy metal are coming in again—pleasant news to some. Kyle, Cheesbrough & Co. have been the largest house in Canada in buttons, and hope to retain this lead. The stock is complete in trimmings, jets, sequins, silk, wools, and tinsels.

BROCK'S, MONTREAL.

The linen department at the Montreal house of the Brock Co. have opened out five different qualities of art linen for fancy embroidery work, and are showing four different qualities of beautiful double damask tablecloths, and napkins to match, in all sizes, suitable for fine trade. The lining department are opening out many scarce shades in foulards, silesias, surahs, etc. In prints, novelties in wash fabrics, crash and khaki skirtings, are now much in demand. They are running a line of "job" honeycomb quilts in 9-4, 10-4 and 11-4 sizes at interesting prices.

There has been opened out a range of chiffons, crape de chine in all shades. These goods are now most popular,

A garment made to fit the body is a source of unalloyed pleasure to the wearer.

THE Northway GARMENT

RESULTS PROVE MERIT ❀ ❀

You may have formed your opinion of tailor-made garments from some of those which gave the wearer the appearance of being hunchbacked or lopsided—made to adapt themselves to any kind of a shape. Don't confuse the NORTHWAY GARMENT with anything of that kind. Our garments are the cumulative result of over a score of years of successful experience. We have learned to adorn the natural body by adopting nature's own methods—our models are alive—our system has made it the proper thing for the best families to wear tailor-made suits and skirts. The style, fit and finish of the "Northway" has made them the standard of excellence, and they are to be seen on the streets in every part of Canada, more especially in the wealthier districts—a fact that fully attests to the high position they have attained. ❀ ❀

If you have not had an opportunity of seeing them, it will pay you to do so. They will satisfy your most fastidious customer and add to the profits of your business. . . .

We will be pleased to hear from you or have you visit us when in the city.

John Northway & Son

◆◆◆◆◆ Limited ◆◆◆◆◆
32 Wellington St. W.
❀ ❀ Toronto ❀ ❀

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Toronto.
Melinda St.

Dry Goods Commission Agents.

Representing: { Wm. Simpson, Sons & Co., Philadelphia, Pa.,
Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England,
Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England,
Yarns and Warps.

A. ROLAND WILLIAMS, Manufacturers' Agent, Room
20 M. Kitchen Bldg. Melinda
St., Toronto. Wholesale Sales, Drapery, Hosiery, and Staple Imports.
Foot Hats, Dress Trimmings, etc.

WANTED, PURCHASER . . .

for Dry Goods part of General Store, in live, growing town in Northwest Territories. Store is so arranged that Dry Goods can be run separate from other lines, and expense divided. Good reasons for selling. Stock about \$8,000, half cash. Apply to

CODVILLE & CO - - WINNIPEG, MAN.

The following

is a partial list of the
Goods we manufacture :

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

(the best and cheapest machine
made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply both
Light and Heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

The "Crescent" Acetylene Burner,
Acetylene Gas Meters, etc.

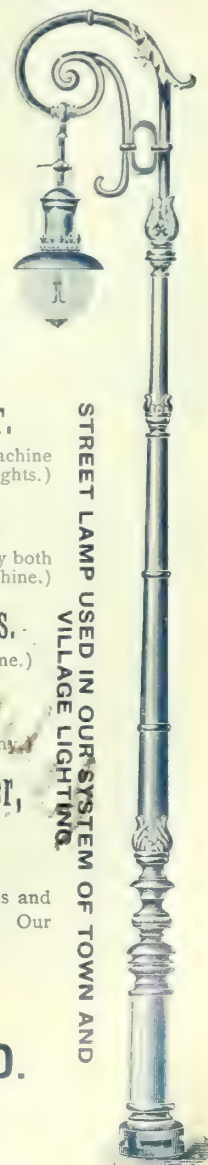
We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

THE ACETYLENE MANUFACTURING CO.

LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



WESTERN

Incorporated
1851

... ASSURANCE COMPANY.

**FIRE
AND
MARINE**

Head Office
**Toronto,
Ont.**

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.
J. J. KENNY, Vice-President and Man. Director.
C. C. FOSTER, Secretary.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool.

Calling at Quebec and R. Mont-Si, P.Q., and Moville, Ireland, each way to
embark and land Passengers and Mails.

"LAKE ERIE" and "LAKE CHAMPLAIN" (New)
9,000 Tons, Twin Screws

From Liverpool.			From Montreal.
Saturday, April 14	LAKE MEGANTIC		Thursday, May 3
" " 21	LAKE SUPERIOR		" " 10
Tuesday, May 1	LAKE ONTARIO		Friday, " 18
" " 8	LUSITANIA		" " 25
" " 15	LAKE CHAMPLAIN, New, 9,000 tons		" June 1
" " 22	LAKE MEGANTIC		" " 8

These sailings are subject to change, and passengers booked will be promptly
advised should any change be made.

Special Notice.—The New Twin Screw R.M.S. "Lake Erie," now engaged
in the transport service by the British Government, will be placed on this service
as soon as she is released, and revised sailing lists will be issued announcing her
sailing dates.

Steamers sail from Montreal at daybreak. Passengers embark the evening
previous, any time after 8 o'clock.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection
for his family, while capital is built up from year to year, to be used by
himself in his old age. The Policies are absolutely free from conditions,
and contain liberal privileges as to Extended Insurance, Cash Surrender
and Paid-up Insurance.

Rates and full information sent on application to the Head Office,
Toronto, or to any of the Association's Agents.

W. C. MACDONALD,

Actuary

J. K. MACDONALD,

Managing Director



The B. & C. Wright Bust Form

IS SUPERIOR TO THE CORSET

For the following reasons:

It is graceful and perfect in shape.

Durable, easy and comfortable.

No heavy front, side or back steels.

The slender woman may wear a tailor-made gown.

It is a gentle shoulder brace.

The low bust effect may be obtained with our Form without
padding.

It is the figure that makes the dress, not the dress
the figure.

SAMPLE ORDERS SOLICITED.

MANUFACTURED BY

BRUSH & CO., TORONTO.

"Maritime" Wrappers

NEW STYLES
NEW FABRICS
NEW SHADES
NEW TRIMMINGS

Made and designed in the best style
for **Sorting Trade.**

THE . . .
Maritime Wrapper Co.
Limited

Ontario Agent
J. H. PARKHILL
46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.

GLOVES

We have a full, fresh stock of

Pewny's

French Kid Gloves for

Summer Trade

Best Styles
Best Shades
Best Wear

S. Greenshields, Son & Co., Montreal

AGENTS FOR CANADA.

BATTING...

Guaranteed free of Threads and other
weak and lifeless stock.

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for.

**North Star, Crescent
and Pearl Batting.**



Design A.

DORCAS THIMBLES

(Horner's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel
are almost impenetrable and of un-
equalled durability, rendering them

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

H. PEARCE

Temple
Building

MONTREAL.



Design K.

WHOLESALE TRADE--Continued.

being used largely on hats, for yokes of dresses, as well as for scarves and fichus, and very pretty boas can also be made of it.

The men's furnishing department are showing many novelties, amongst others, low-priced unlaundered shirts, and a special flowing-end scarf, handkerchief patterns, both lines very fast sellers. Also felt in all colors at the old price. They claim it to be a star line.

Belts in "Pulley," "Dog Collar," "Beaded," "Kid," "Jewel," "Elastic," "Khaki," and "Pique," and, in fact, almost every kind known to the trade. Lace effect belts, for Summer wear, appear to be all the rage just now.

Brock's, Montreal, are making the present a special "waterproof and umbrella sale" month. They draw attention to the men's "wholeback" waterproof as a special.

The hosiery department have now moved into their handsome new quarters, where they are carrying a larger stock than ever of seasonable cashmere hose, taffeta, and pure silk gloves. Also blouses in white, black, and many dainty colorings—the fine qualities ranging to upwards of \$30 per dozen.

BLOUSES.

With the advance of the Spring and Summer season, the demand for all kinds of blouses becomes wonderfully increased. The demand for white goods in ladies' blouses continues to increase. In these, the French back, dress sleeve, all-over fronts and stock collars constitute the favorite; but there is also considerable demand for all-over yokes, back and front. The white blouses with insertion up and down the front, are taking particularly well. Other lines that are selling largely are the colored cambric shirt waists in stripes, these with white yokes

and also as insertion. The latter are made with short sleeves and laundered collar and cuffs, and pointed yokes.

The demand for silk waists is better than ever. These ranges are made in plain colors, with tucks and cords in front and back. The same is the case with fancy weaves and the better class of goods. They are made to retail as high as \$15 apiece. A good many are taking up the New York style of bordered silk blouses, bandanna handkerchief silk blouses as they are called, with Persian effects. These lines are ready for present delivery, and will retail at \$7.50 to \$10.

The latest novelty of all in blouses is the khaki, in tunic effects, shoulder straps and all. Even the ladies are bound to imitate "Tommy Atkins" in dress as far as possible. Lawns and repp cloths will be utilized extensively, and there will be sure to be a big demand for them.

Mr. A. W. Grasett sailed for Europe April 28. It is said he will arrange to secure agencies for British and foreign firms in this market.

At a meeting of the Retail Merchants' Association of Sarnia, April 19, the following officers were elected for the ensuing year: President, J. B. Watson; vice-president, James Fry; secretary-treasurer, M. A. Sanders; executive committee, J. R. Geddes, E. P. Battley, Robert Wanless, J. Newton and John Garroch.

Arthur Parks has gone to Montreal to enter the employ of S. Greenshields, Son & Co., says The St. John, N.B., Sun. He has been employed in the Courtenay Bay cotton mills as shipper. He will be very much missed by his large number of acquaintances and friends. Mr. Parks was presented before leaving with a dressing-case by some of his admirers. The military fraternity will lose a capable officer, Mr. Parks being connected with the 62nd Batn.



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING STREET WEST,

TORONTO

The Sale of

The Koch Pulley Belt and Collar



has quite outdistanced any other article, in the shape of a novelty for ladies' wear, that has ever been placed upon the American market, its peculiar fitness for the present day styles at once commending itself to the ladies, as it is particularly well adapted for wearing with the Eton coat, which is now so much in vogue.



The utility of the Pulley Belt and Collar was made possible by its bracing with **Featherbone**, the pulley arrangements permitting the tightening and the featherbone giving the shape and preventing the sash from stringing.

The many advantages to the wearer, in addition to the smart and comely appearance it gives, mark it as an article that will long be in demand and must be looked upon no longer as a "Fad," but as part of a lady's wearing apparel, which will remain in style as long as belts are worn.

We beg to advise the trade that we have purchased the Canadian patents for the Koch Pulley ideas, as applied to belts and collars. This is the only genuine Pulley Belt and Collar, and we advise all merchants to see to it, that the goods they buy have the Koch and Canadian Featherbone Company's label sewn thereon. We are prepared to supply the trade at the following prices:

WARNING

The CANADA FEATHERBONE CO. are instructed by Messrs. S. KOCH & SONS to proceed against anyone making an imitation of their goods for sale, in contravention to the patents issued to them, by the Government at Ottawa.

No. 1	Finest quality Satin, black and colors.	Fine	\$11.50 per doz., or
Grade.	all Silk Moire, wide, black and colors.	Pulley	\$130.00 per gross.
	Collars in beautiful light weight silk, fancy edges, or first quality Satin.		
No. 2	All silk, Black Taffeta.	Fine all Silk Moire,	\$9.00 per doz., or
Grade.	slightly narrower than Grade 1, black only.	Best quality Satin, slightly narrower than Grade 1, in black and colors.	\$103.00 per gross.
No. 3	Good quality Satin, boned lengthwise, pad		\$7.20 per doz., or
Grade.	in centre, in black and colors.		\$80.00 per gross.

N.B.—Every live merchant carries a full line of Featherbone. It is admitted, by every dressmaker acquainted with its use, to be the best article extant for the various purposes for which it is recommended.

CANADA FEATHERBONE CO.

MAIN OFFICE AND FREE DEMONSTRATING PARLOR,

207 McKinnon Building

TORONTO.

(Address all correspondence to Toronto Office.)

Montreal Branch and Free Demonstrating Parlor, 15 Birks' Building,
St. Catherine Street and Phillip's Square.

Factory, London, Ont.

Pleating Department, 3 King Street East, Toronto.

ACCOUNTING FOR COTTON MILLS.

AT a recent meeting of the New York Chapter of the Institute of Accountants, an address on "Accounting for Cotton Mills" was delivered by A. O. Kittredge, F.I.A., C.P.A., president of the Account, Audit & Assurance Co., Limited, of New York, and editor of *The Accountants*, the office magazine. The address was made attractive to laymen, and interesting and instructive to professional accountants as well, by the display of samples of the raw materials used by cotton mills, and specimens of the product at various stages of manufacture up to the completion of the finest goods. There were also shown various charts and diagrams of special technical value.

At the outset, the speaker set forth the objects to be accomplished by a system of accounts when applied to any business enterprise. These, stated in the concisest terms, are a perpetual, or going, profit and loss statement, and a perpetual, or going, balance sheet. "It is no longer satisfactory to the enterprising and aggressive business man," said the speaker, "to learn at the end of a long fiscal period, say six months or a year, what the results are of the business that has been transacted. Instead, there is demanded a gauge of business, showing at all times its measure of profitableness and its condition of solvency, that is as available for reference and as correct in statement as is the thermometer that is employed to show temperature. A manufacturing enterprise is a complex problem compared with a merchandising undertaking. The latter buys and sells, with the costs of the goods handled on the one hand, and the selling figures on the other, constantly in contrast. In the mill or factory, there is first required of the accountant a going statement of the cost of the goods produced, comprised in the three divisions of materials, labor and general expense, and then a corresponding statement of the selling or commercial expenses of the establishment.

"Costs of making goods have nothing to do with the expenses of marketing the goods. Nor is the outlay for distribution of the goods any proper part of the cost of production. However cheaply goods may be made; all chance of profit can be sacrificed by extravagance in selling expenses, and however well the sales department may be manned, and however economically it may be conducted, profit will not follow unless the costs of making the goods are reasonable in amount. The manufacturer then has all the problems of the merchant confronting him, and, in addition, a long list of those which are peculiarly his own.

"Modern manufacturing consists of a series of operations. A well-regulated mill or factory departmentizes to an extreme degree. The product of each of the several departments is the raw material of the next in succession, and therefore the costs of the goods in process must be shown at every stage.

"Cotton is first picked and carded and then slightly twisted, resulting in 'rovings.' Rovings, under certain conditions, are marketable, and frequently, in the case of associated mills, are transferred from one to another, and therefore their cost, including the cotton consumed, the labor applied, and their pro rata of general manufacturing expenses must be shown, as though they were the final result. This is necessary in order that transfers from one mill to another may be properly recorded. More especially is the cost record necessary,

because in the mill in which the rovings are produced they become the raw material for the yarn which next follows. Yarn must be similarly treated because it is the raw material for the weaving or cloth department, and so on to the end.

"By 'costs' is meant actual costs day by day—not estimates, nor yet general assumption—but, instead, an ascertained result, so nicely and accurately determined that the total of the costs of all the articles finished in a given period shall exactly balance with the total charges to the mill or factory during the same period."

By way of summary or recapitulation, the speaker said that the adequate system of cost accounts, whether applied to a cotton mill or to a factory in any other line, would show, among other results, the following:

1. Either daily, weekly or monthly, according to the time schedule employed, the cost value of the raw material on hand both in gross and in as fine detail as desired.
2. At corresponding periods, the cost of the work in progress, either as a single unit, or preferably in each of the several departments in which the mill is operated.
3. At corresponding periods, the cost of the finished product on hand, both in gross and in as fine detail as desired.

In the sales department, the speaker declared the showings would include among others a perpetual showing of the gross profits on sales, in contrast with the commercial or distributing expenses. This results in a "going" profit or loss statement. All these results, he assured his audience, are quite easy of accomplishment and really cost less in the way of clerical labor than the usual plans of bookkeeping. Besides this, their value to the business man is almost beyond estimate.

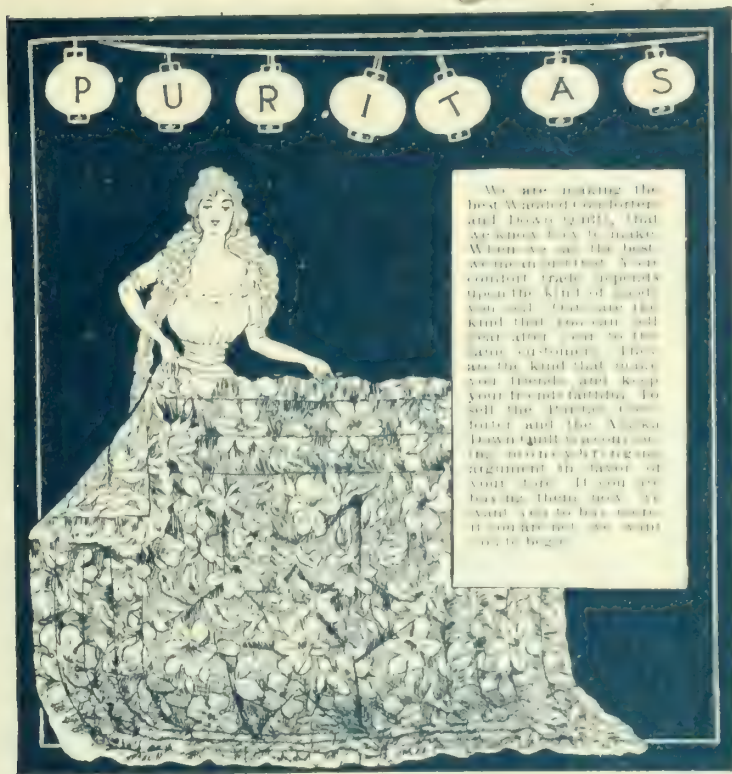
The general system of accounting referred to in the address is one that has recently been put into operation by two very prominent cotton mill corporations in the northern part of the country and by another in the south. The same system has been adapted to the requirements of various other industries, and is in use in many of the largest establishments throughout the nation from bicycle factories to engine works and from publishing concerns to department stores.

DOMINION COTTON CO.

At the 28th annual meeting of The Dominion Cotton Co., April 12, Mr. A. F. Gault, presiding, the directors submitted a proposition to issue preferred 5 per cent. stock to the amount of \$1,000,000, the same to be allotted to the present shareholders in the ratio of one to each share already held. The idea appeared so popular that there is no doubt about the entire issue being taken up in the manner devised. The proceeds of the issue will go to repay heavy advances which the banks have made on improvement and machinery account.

The annual report was read, and considered eminently satisfactory. The sales for the past year exceeded those of the preceding year by \$500,000. The report was adopted, and the authorization of the stock issue was unanimous. The old board was reelected, and Messrs. A. F. Gault and Jacques Grenier were reelected president and vice-president respectively.

H. A. Anderson, of Lunenburg, N.S., who has been with C. & W. Whitney for 11 years, has opened a business for himself in staple dry goods, ready-made clothing and men's furnishings. Mr. Anderson is a live and intelligent young man, and intends to conduct his business on the cash basis. He is a reader of *THE DRY GOODS REVIEW*.



Down Quilts

**FROM \$39 TO \$171
PER DOZEN.**

Special Value in Silk-Covered Down Quilts.

14 splendid new designs and styles in Sateen-Covered Down Quilts, bordered and plain.

Do not buy a single Down Quilt before seeing our line. This is not disinterested advice, but it is good advice all the same.

OUR TRAVELLER IS HEADING YOUR WAY.

THE ALASKA FEATHER & DOWN CO.

301 St. James St., MONTREAL.

... LIMITED



A Timely Tip



To the Trade who require catchy lines
and prices for

24th MAY and DOMINION DAY

In the way of —

**Paper and
Glass Lanterns**



**Flags, Pistols,
etc., etc.**

We have given these lines our special attention, and it will be to your advantage to write us for our recently issued **SPRING CATALOGUE**.

NERLICH & CO.,

35 Front St. W.,
TORONTO.



The



Millinery Season

• ——— Mantles, Trimmings and Laces.

MILLINERY OPENING METHODS.

THE Spring millinery openings of 1900 are over, and the milliners are settling down from their "rush" to the remaining months of steady work at trimming and repairing. Yet, as the experience of the past is a good teacher for the future, it is opportune to make a study of the methods observed by successful milliners, in the hope that such study will be useful in providing suggestions for future openings.

As all connected with the trade are well aware, the days of opening are preceded by days of preparation. Not only have the goods to be bought, and often a milliner secured, but the people desired to reach must be made acquainted with the date of, and, if possible, interested in the opening.

This problem of advertising has received considerable attention in the past, and it is now a general rule for milliners in a town or a village to unite in holding their openings on the same date—thus attracting outside buyers who might not be tempted to any of the displays if each merchant held his own separately. This is generally accepted as especially good policy in a district where several towns are contesting for the trade of the farming community adjacent to them. In such districts it is frequently customary for the merchants to advertise their opening not only in the local paper, but in the papers in adjacent towns. This policy has been followed by A. F. Hawke, Grimsby; Hodgens Bros., Clinton; D. J. McKinnon, Blythe, Ont., and others, with excellent results. Advertising in the local papers is done by practically all the up-to-date milliners. General merchants devote from one half to the whole of their usual space (and sometimes use extra space) for a week or two before the opening to their millinery department. The advertisements of those devoted exclusively to the millinery business run in size from a single eighth column to a double-quarter column, and I feel sure the best proportionate results have been obtained from the larger expenditure.

While the advertisement goes a long way towards making the date and features of the opening known, nothing helps so much to create interest in it as good window displays. These were made by the majority. The patriotic feeling was reflected in such stores as Abell & Ortwein, Seaforth, and Bricker & Diebel, Waterloo, who had their windows beautifully decorated in red, white and blue. As a rule, in stores whose doorway was so placed as to give them two windows, one was devoted to millinery and the other to some line that would likely appeal at this season to millinery buyers. The window decorations of Miss Kavanagh, Prescott, were very quaint. One was artistically dressed with shirred silk, with a base of English violets showing in the centre "1900" in lilies of the valley. The

other window was devoted to nice things for the baby, which made a very pretty show. C. F. Ellis, Sarnia, made a good hit with his windows. One was devoted to dress goods, trimmings, gloves, and millinery. The other was arranged as representing a reception-room, with curtain draperies, and showing therein an attractive variety of shirt waists. W. Pickard & Co., Seaforth, displayed in one window picture hats, flowers, laces, chiffons, ribbons, silks, etc., and in the other carpets and rugs, which were very suitable at this (house-cleaning) season. The opportunities for fine effects offered the window-dresser by the soft, delicate materials so popular this season were made the most of by such stores as E. McFaul, Seaforth, who used these most effectively to show picture hats, sailors, fancy belts, parasols, etc.

All the stores decorated their millinery showrooms for the opening. Here, as in the windows, some excellent work was done. The patriotic spirit was manifested by the arrangement of flowers and ribbons in national colors, national flags, bunting, pictures, etc., in such stores as G. G. Gladman's, Parry Sound; J. S. Richardson, Tilbury; Mrs. J. G. Dobson, Moncton, and Robinson & Stork, Brampton. Others made a bower of beauty of their showroom by the use of natural flowers and foliage in addition to the artificial ones and the millinery creations on sale. C. W. Hendershot, Kingsville, had his millinery department tastefully draped with curtains and had a table banked with flowering plants. The floral decorations of the store of Youell & Wrong, Aylmer, Que., were described by the local papers as "striking and appropriate, particularly two floral hearts secured by a true lovers' knot in beautiful ribbons. This seemed very apropos, as no less than four young ladies from their millinery department are to be married this Spring."

In many stores the other departments were specially decorated that buyers would not fail to be impressed with the lines other than millinery in stock. In Geddes Bros., Sarnia, the millinery department was, of course, the primary department during opening week, but a great deal of interest was aroused in the suit, cloak and shirt-waist department, while the dress goods department was left unnoticed by very few buyers. Miss Coon, Grimsby, had a large showcase artistically draped in white lace and satin, and containing a pretty selection of dainty little children's hats. Miss F. Armstrong, Ridgetown, decorated all her store in the new shades of gauzes, mousseline de soie, silk, etc., with flowers intermingled throughout. Many merchants had their stores specially lighted for opening week. The Peter McSweeney Co., Moncton, and A. Bristol & Son, Picton, gave special attention to this, and found it an excellent feature.

Good preparation generally means good results. This year, however, the reports from the majority of houses show that the

WHOLESALE MILLINERY.

+++

FULL
ASSORTMENT

+++

All departments have full assortment in all lines in demand. We mention a few :

Black, White and Colored Mechlins, Egyptian Nets, Chiffons, Mousseline de Soie, Taffetas, Satin.

Black and White Brussels Net. Full range Fancy Gauzes. Tri-Color Ribbons.

Turbans—Mara, Hilda, Warwick, Eastlake, Troubador

Misses—Whim, Marlowe.

Short-backs—Sappho, Orienta.

Sailors—Paris, Knox, Kearsage, Navahoe, in all sizes.

All-over Nets—Full range. Big demand.

The "Tyrol," large flat in New Cuba Straw, in the light tints and natural shades.

NO DELAY IN FILLING ORDERS.

THE D. McCALL CO., Limited

TORONTO, MONTREAL, WINNIPEG, OTTAWA.

A BRIGHT STORE DRAWS TRADE

THE AUER GASOLINE LAMP

is brighter than City Gas or Electricity and costs less than an Oil Lamp to run.

Approved by . . .

Canadian Fire Underwriters' Association.

SEND FOR CATALOGUE.

Auer Light Co., Montreal.

TORONTO BRASS MFG. CO.

make a specialty of everything in the display fixture line.

Forms, Wax Figures
Brass Signs and Railings

No up-to-date merchant can afford to be without suitable display stands. We are now manufacturing fixtures to meet the demand of any line of trade.



Send for Catalogue and Price Lists.

**Toronto Brass
Mfg. Co.**

91-95 Richmond St.

TORONTO

MILLINERY—Continued.

sales have been especially large and gratifying—a condition anticipated in these columns early in the season.

A PRACTICAL TALK ON STYLES.

"We presume you want to know more about styles than you do about trade," was said to our representative when he called at S. F. McKinnon & Company's. "There is so much to say about both that one must take refuge in hesitancy. The trade this year has been beyond all expectancy, and everything points to an almost abnormal season in Summer goods.

"A deal of this is due to the general prosperity of Canada, but a deal, still, is due to the great variety that is justified in millinery. There seems to be no one prevailing style in millinery, in either shape or trimming, but we have managed it so far, though we have had to carry at times over 300 styles of hats—don't mean 300 colors, but 300 styles, and of each style a full range in colors.

"Women, this year, have the rare opportunity of selecting exactly the kind of hat that is most becoming, and finding themselves quite in style.

"The milan and leghorn and chip and the tuscan straws are all popular, but the best-liked seems to run to the rough, satin-braid, light-weight and flexible.

"Then, again, come in those hats of tucked or corded or accordion-plaited stuffs, of satin, chiffon, silk muslin, maline (silk illusion) and brussels net. You will find them made over wire frames, in toques, turbans or picture hats, and trimmed with all sorts of things—flowers, fruits, lace, feathers.

"You will even find the sailor trimmed with tucked taffeta. All-white hats will be seen on young faces, but you will find that the more artistic hats will be in the delicate pastel shades. As a rule, these pale-hued confections will be trimmed with gauzy stuffs and flowers that are an exact match in color.

"There is much more in this than you will be apt to take note of in the mere hearing. Take a white or black gown, or a Summer silk or lawn, have the hat and parasol to match, and, where the color is carefully selected, imagine the effect gained by surrounding the face in a mass of one color.

"Truly, the wholesaler has much to think of, and little chance for dreaming; he must have what daily whims call for and have that daily and in constant readiness.

"Readiness—that's our point, and ready we are and ready daily for daily needs, even in the scarce goods—look around you."

THE D. McCALL CO., LIMITED.

"Since you were here last," said Mr. D. McCall, president of The D. McCall Co., Limited, to THE REVIEW representative, when asked for the latest millinery news, "there has not been much change in the way of materials. A greater demand for chiffons and mehlins is noted, particularly in black, white and cream, while there is the usual strong demand for all the leading shades. We have found an unusually good demand for gauzes, the more so, probably, on account of the exclusive patterns and novelties we have been able to secure in these lines. Black velvet and satin ribbons have also been very much to the front in the past few weeks, there being dashes of this material shown in knots, bows and various ways on the greater number of hats trimmed for present use. Oriental satins are still in strong demand. We have also done a good business in taffeta ribbons in wide widths, and, no doubt, the run

of these goods will continue as the season advances. All-over laces have also been selling exceptionally well, necessitating the placing of large repeat orders which are coming to hand this week. There has also been a decided feeling for all-over nets for millinery trimmings. We are having, too, a considerable call for national ribbons, the demand for which is due, without doubt, to the patriotic feeling in the country.

"In our flower and feather department the popularity of foliage in all the newest tints has been increasing daily, while roses and violets hold their places as favorites among the flowers used this season.

"Turbans and dress hats have been exceptionally good sellers all season, a condition which we have not experienced for some years, and which has likely been caused by the coolness of the weather. However, we are still running the Amarita, Troubadour, Coliseum and Vernon (turbans) and the Rehan, Talford, Fairmont and Tabor (dress hats). We are now getting considerable call from the trade for sailor hats, which demand will doubtless in the course of a week be at its height, and will continue to run through the balance of the season. We have laid in an exceptionally large and varied stock of these goods, which we think will meet the requirements of all classes. At present we are running the Kearsage and the Regatta in white rustic straw, which makes a very desirable everyday hat. For a better hat we are offering the Navahoe and Knox in fine split straw. In ready-to-wear hats we have an excellent range, as you may see, and are meeting with considerable success in placing them."

SUMMER MODELS IN ENGLISH FASHIONS.

The new models, says The London Millinery Record, are very Summerlike in effect and show much use of soft Italian plait and crin, used in conjunction with folded tulle, crepe de chine, taffetas metallic and some chiffon, but there are other materials now to share the favor so long shown this latter trimming. The colors affected beyond white, creme, and tuscan, which are a long way in the ascendancy, are pastel tints of light blue, pink, mauve, and dead-leaf tones.

In the feather departments, shaded ostrich tips and flats are once more favored, as are also black, white, and creme three-quarter flats. Fancy wings, mounts, and quills of net, straw, and spangle, in white, tuscan, and black, with black jet, gold or steel beads, and edges of fancy straw, are the favorites of the moment, but these in their turn may be displaced as the season advances. Flowers are in great demand, and, curious to say, here, as in other things, the "old order changeth." The flower departments have begun at the other end of the season, and are experiencing a demand for Autumnal tints and foliage, while Autumn berries, velvet cherries in black, red, or red and white, full-blown poppies and large roses are amongst the first favorites of the hour. Exquisitely delicate-hued muslin blossoms and foliage in pastel tints are much used in the West End trade, and a new idea is a toque composed principally of large begonia leaves.

There is some considerable use made of ribbons in the Summer models, but one great thing against the interests of the ribbon trade is the persistent use by the Paris milliners of piece-silks, taffetas, brillantes, mousseline, chiffons and various gauzes; and where Paris leads London must follow. The lace departments are evidently going to do big business with Cluny, Luxiel and Chantilly laces in black, white, creme and a greyish tone of creme color. Fringe is applied to some of the new pattern Chantillys, also to some of the more exclusive patterns in wide all-overs.

S. F. McKINNON
President
J. M. ALEXANDER
Vice-President

R. MILLICHAMP
WM. GUTHRIE
J. S. McKINNON
Directors

S. F. McKINNON & COMPANY

LIMITED

Importers of Millinery Goods and Manufacturers of Mantles

SUMMER AND SUMMER GOODS

Summer trade was fairly opened by our display of trimmed millinery and of millinery goods the last week in April.

To do a good thing once in a while and then fold one's hands content is not the policy of leadership.

Our opening was a success, but that success has produced no lethargy here. Our attitude is that of daily and constant readiness.

That attitude will be maintained and your daily wants will be met out of the largest and, we believe, the best bought stocks in millinery goods ever assembled for a Summer season in this Dominion.

OUR NEW FACTORY AND WAREHOUSE.

Our present home is a new building and a good one. The main building, running south from York Street, has an annex running west to Wellington Street. In the rectangle formed by these two buildings, at the corner of these two streets, the nine-storey structure now building by our President, and nearing completion, is intended for us. The events of the past few weeks demonstrate our need of it, and we will be in occupancy before the close of May. We are glad to share our prosperity with you.

S. F. McKINNON & COMPANY

LIMITED
TORONTO.

35 Milk Street, LONDON, ENG.
75 Queen Street, OTTAWA

1886 Notre Dame Street, MONTREAL
70 St. Joseph Street, QUEBEC.

THE COTTON AND WOOLLEN MARKETS.

THE COTTON AND WOOL MARKET IN CANADA.

PRICES are steady, and the demand is at present more than the mills can supply. Nothing very striking in the way of advanced prices for some time past. However, in the normal condition of business, if the mills could supply during January, February, March and April the demand of the trade, they would have either to shut down or accumulate large stocks in the Fall months.

The Canadian market is essentially a wool goods market for six months in the year, probably more so than Europe, Britain or the United States. Our long season of cold weather accounts for this. All the reports from the dress goods and clothing trade confirm the opinion that prices are very stiff, and that no change is to be looked for yet awhile. What result the cotton crops will have on the situation remains as yet in doubt. They are expected, perhaps, to modify things a little; but this cannot be counted on surely.

MAGOG PRINTS PRICE LIST FOR FALL.

	C.		C.
Salisbury	8	Ladas tweed.....	12
N. E. fancy costumes.....	9	Heavy moles	16
N. B. fall suitings	9	Extra heavy moles.....	20
Fancy wrapperettes.....	11	Twill cretonne	7 1-2
Reversible wrapperettes.....	11	Ottoman cretonne, 30-in	9 1-2
Costume twills	10	Oatmeal cretonne.....	11
Coat lining	10 1-2	S. C. indigo.....	8 1-2
T. K. napped skirting	11	N. H. H. indigo.....	10 1-2
S. K.	12 1-2	D. C.	10 1-2
Moreen skirting.....	10 1-2	G. C.	12 1-2
X. X. K.	10 1-2	H. H. H. prints	9
Heavy twill	11 1-2	H. H. H. anilines	10
Napped sateens (aniline and indigo).....	12 1-2		

SLEEVE LININGS.

No.	C.	net
No. 11	8	
No. 22.....	9 1-2	"
No. 33.....	10 1-2	"
No. 44	12 1-2	"

OVERCOAT SLEEVE LININGS.

No.	C.	net
No. 22 X.....	10	
No. 22 embossed.....	11 1-2	"
No. O. C.	12	"
No. O. C. embossed	13 1-2	"

CARPET PRICES.

The changes in the prices of jute carpets and Canadian oilcloths will be found in our Carpet, Curtain and Wall Paper department.

CANADIAN COTTON NOTES.

April 12, The Montreal Cotton Co. advanced H. J. interlinings and other goods about 5 to 7½ per cent.

April 17, The Dominion Cotton Co. issued a circular drawing attention to the fact that the price of packing cases of various sizes and kinds had gone up 50 per cent.

April 10, The Merchants Cotton Co. issued a booklet containing their price list on all lines. The figures show a rise on an average of 7½ per cent. since October last.

April 12, butter and cheese cloths up about 5 per cent.

Wm. Parks & Son, St John, N.B., have withdrawn some lines of flannelettes and skirtings, having sold as many as they can make during the next three months. The price of carpet warps has been advanced 1c. per lb. by this mill.

In future the cotton companies intend to charge for freight, casing or baling on all Fall goods.

All the Canadian cotton stocks are quoted high just now. On April 26 the Montreal quotations were:

	Share.	Dividend ½-yearly.	Sellers.	Buyers.
Montreal Cotton Co.....	\$100	4	148	141
Canadian Colored Cotton Co.....	100	3	80	76
Merchants Cotton Co	100	4	137	133
Dominion Cotton Co.	100	3	100¼	99¼
Montmorency Cotton Co.	...	...	115	110
Colored Cotton Bonds.....	...	3	100	99¼

WOOLLENS IN THE UNITED STATES.

If a careful diagnosis of the market for manufactures of wool is gone into, says The New York Daily Dry Goods Record, the actual situation will be found as unprecedented in the history of the trade. Not even in war times was the output of wool blankets so well sold ahead or for the remainder of the year. That of worsted and wool dress goods is even better conditioned, as some orders extend into next year. Since the introduction of knitting mills in the forties, the productions of such factories were never so well conditioned as to oversales and nominal, if any, stocks. And it is the same with wool and cotton hosiery. For clothing house woollens the mills were never so well occupied on advance orders, and yet there are annoyances of some frequency in the way of reducing or the cancellation of quantities that the mills willingly concede if such orders are not too far advanced in the process of execution. It has been an exceptional season in all respects, and in a number of instances manufacturers have provoked cancellations by much tardiness in the delivery of sample pieces. And yet when considered in the entirety it proves the best one to the mills since the Autumn of 1865, when it was only necessary to show them to insure ready and large sales from stocks or very near delivery, as then it was very easy to sell 28 inch heavy-weight goods at \$2.50 to \$3 per yard, although in six months one half those prices were regarded as good values, owing to prices for wool having shrunk more than correspondingly.

THE ENGLISH MARKETS.

The next series of wool sales begin on May 8. Meantime the market is steady, but dull. Prices for English wools continue low. Advices from Australia show that there is practically nothing doing in wools. Supplies are short.

The deep-sea exports of wool from Sydney and Newcastle since July 1 last now total 470,067 bales, as against 574,128 bales shipped during a similar period in the preceding season, or a decrease of 104,061 bales. There are now four months before the end of the statistical year comes around, and in order to reach last year's total of 646,000 bales, shipments during this period will have to run up to 176,000 bales, which they are not at all likely to do.

"Everything points," says a New South Wales letter, "to wool being very scarce again towards the end of the year, for it is now estimated that the South American decrease reaches 40,000 bales, a quantity equal to 80,000 bales Australian. The effects of the drought are plainly visible in the wool export returns of our own colony. By coast and borderwise the decrease in the quantities despatched now amounts to 112,612 bales. Not only will the output for the current season show a heavy decrease of probably over 100,000 bales, but the ensuing clip will be of only moderate dimensions. A large area in New South Wales is still suffering from a continuance of the drought, and in many places there will be no lambs, and in others only an indifferent lambing this Autumn. In Central

SPRING TIME - IS A GOOD TIME TO BUY - PRETTY COLORS

The M. & K. Mfg. Co's Goods

Carried by the leading Jobbers in Canada from the Maritime Provinces
to the Pacific Coast.

Morse & Kaley's Silcoton

Morse & Kaley's Silcoton Embroidery

Morse & Kaley's Turkey-Red Embroidery

Morse & Kaley's Knitting Cotton

Victoria Crochet Thread, etc., etc.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street

MONTREAL

The Fall Trade Number OF The Dry Goods Review



will be issued as usual on July 1. It is always a matter of pride with us not only to maintain the standard of excellence hitherto associated with Special Numbers of THE DRY GOODS REVIEW, but to be always "going one better." if we may be excused the expression. We will endeavor to maintain this record in the production of this Fall Trade Number.

THE MacLEAN PUBLISHING CO., Limited

MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

COTTON AND WOOLLEN MARKETS—Continued.

Queensland a very severe drought is raging, and sheep are dying in thousands, a factor which will assist in curtailing the quantities of wool available for sale in London in July and September."

The Manchester cotton market is steady. Cloths and yarns are quiet, with a moderate inquiry. The Liverpool cable report of April 27 says: "Cotton—Spot—Moderate demand; prices higher; American middling 5 15-32d. The sales of the day are estimated at 7,000 bales, including 500 for speculation and export. Receipts, 1,000 bales, including 700 American. Futures steady at the advance. The tenders for delivery at to-day's clearings were 500 bales new docket.

IMPROVEMENTS AT HAMILTON.

R. McKay & Co., successors to McKay Bros., Hamilton, are to have a fine new store. The plans call for a new front, with a large entrance in the centre and two large show windows. The interior walls are to be pulled down and replaced by iron pillars on both first and second floors, and the building is to be extended in the rear the full depth of the lots, thus giving two very large floors. Both flats will be fitted up with low fixtures, and the rear will be largely of glass, so as to make the store light and bright. The windows are to be fitted with prism lights, and plate-glass mirrors will be largely used. The floors will be of hardwood and the ceilings of metal. It is expected that the work will be completed in two months. The new business will be run by the new firm of R. McKay & Co., who will open out with a fine new stock as soon as the improvements will allow.

MUST KEEP AT IT.

In the opinion of a magazine writer the man who aims to sell to people whom he cannot reach personally is the man whose advertising must be most carefully planned and the most thoroughly executed. He must have a perfect system of following up inquiries. He must never let a man forget him after that man has once shown an interest in his proposition. Orders rarely come with the introduction. They are the result of frequent visits. The more frequent, the more likelihood of the reception of an order. It works in the same way in advertising as it works in selling through salesmen. A very good advertisement may catch at once; same way with a salesman; but more often the frequent visit of an advertisement, a little different each time, like the persistent salesman, gains the permanent trade.

THE LOCAL CLEARING HOUSE.

In the average community there is a sort of clearing house of experiences, and every inhabitant knows from his neighbor's tales of troubles just the manner of the conducting of every store. These exchanges of views are a mighty power in the making or unmaking of a business, and just so much as the people find against a store and the salesmen connected with it that much greater is the fight for trade to be made by that store, and just that much more difficult is the drawing of new customers who are always asking of the reputation of a store before they begin their trading there.

Look out for the spirit of exaggeration among your salesmen, warn them against making any statements which can be taken wrong end first by your customers and don't allow your place of business to get the rogue's stamp attached to it.

NOVEL BRACELETS.

The arm of the fashionable woman will undoubtedly twinkle with one of the very new butterfly bracelets this season. Just a perfectly plain tight-fitting band of flexible gold it must be, clasping the arm above the elbow and set with a gold, jewel-besprinkled butterfly. The long, lovely and large wings of the glorious insect are so poised that at every movement of the arm the gleaming pinions tremble, open and shut.

Another equally curious and beautiful armlet has a mere gold thread to fasten above the elbow. Across it is fixed a thin enameled lizard, which, at a short distance, appears to have climbed so high on the white round member that gives it support. Not one of these new bracelets is clasped at the wrist or below the elbow.

BOTH ORNAMENTAL AND USEFUL.

The Spring fashion plate, gotten up by the D. McCall Co., Limited, this season, has won for that firm many letters of praise from their customers, as it is undoubtedly one of the finest plates ever offered to the Canadian trade. In point of utility it is fully up to the former plates, for it contains designs of all the correct shapes of the season, and as it is a veritable work of art, it will not fail to prove a fit ornament as well as a useful work of reference in any millinery establishment. The McCall Co. offer to send one of these plates to any of the trade who have not yet secured one.

F. A. Crowell, of Sydney, N.S., has formed a copartnership with Prowse Bros., of Charlottetown, P.E.I. They expect to be open for business on or about August 15. Their new departmental store, corner Prince and Charlotte streets, has a floor space of 16,800 square feet.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

TWO BROTHERS, RESIDENT IN BELFAST, NORTH OF IRELAND, with a practical knowledge of all classes of Linen, Cotton and Woollen Goods, gained by long experience as buyers of these departments for a large wholesale firm in Ireland, are now free to buy on commission for a good wholesale store. Splendid connection amongst all the leading makers of above classes of goods in England and Ireland. For further information and particulars apply to S. STEWART WARD, 11 Waring Street, Belfast. (5)



If you Want to Learn Anything About Advertising,

If you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money; or if you are an employe and expect to go into business for yourself; or if you want to get into a new and profitable profession—we furnish the foundation—the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent Free.

Address Advertising World Publicity Club, Columbus, O.

ADVERTISING IN WESTERN CANADA will be... CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims
Tel. Main 1985.

THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner

Principal Offices: 215 McGill St., Montreal
287 Yonge St., Toronto

123 Bank St., Ottawa
47 John St., Quebec.

Use the "Derby Link," No. 2



Patented Nov. 28, 1898.

FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.

For Link and Plain Cuffs.

Keep your trousers up with the
"Automatic" Bachelor Button



WRITE
TO YOUR
JOBBER.

NO
NEEDLE
REQUIRED.

The New Automatic



U.S. Patent June 5, 1894 Eng. Patent No. 11630

"Au Fait" Scarf Retainer



Patented
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The J. V. Pilcher Mfg. Co., Sole Manufacturers,
LOUISVILLE, KY.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

All goods made by us are stamped as follows:

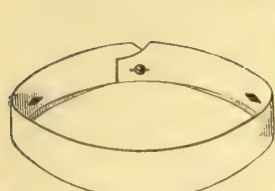
Absolutely No



TRADE
CELLULOID
MARK.

Others Genuine

Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



ROMAN



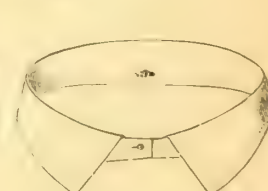
BERKELEY.



TITAN.

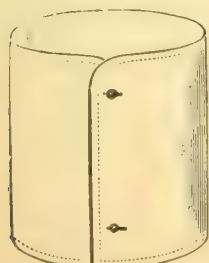


BICYCLE.



ROYAL

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.



EXCELSIOR.



SAVOY

CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



The Celluloid Company FIFTH AVE.

To The Trade:



Speaking of Our Wednesday Five Corner Sales

we simply ask you to call and see the lines therein displayed. Life is too short and newspaper space too expensive to catalogue in detail the oddities, bargains, cut-prices, job-lots and snaps we are showing; a peep at these corners will tell the story, and an object lesson is worth volumes of talk. These corners are full of real money value to those who require the goods they contain.

We Are Winning on New Lines

which are uncommon energy and industry—searching the markets of the world for special values and manufacturers' overmakes—keeping our stock clean by clearing all odds and ends at reduced prices—commencing every season with new, fashionable goods that are in demand—by every possible means keeping our stock well assorted—selling on the smallest remunerative profit, and giving liberal cash discounts.

Having Incorporated the Golden Rule

into our business rules, the small retailer can buy from us as advantageously as the large departmental store. We do not believe in making special prices for a favored few more than we do in class legislation. We find "the truth, the plain truth" the best business-bringing axiom. As you are passing drop in and see our five corners. It is satisfactory for us to know that

Buying People Are Appreciating Our Efforts.

John Macdonald & Co.

Wellington and Front Sts. E.

❁ ❁ ❁ TORONTO.



VOL. X.

MONTREAL AND TORONTO, JUNE, 1900.

No. 6

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC

TIDSWELLS

Factory
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

DID YOU EVER STOP TO CONSIDER HOW MANY SALES
you are losing by not having

PRIESTLEY'S DRESS GOODS
— IN STOCK?

THEY ARE POPULAR ALL OVER THE COUNTRY, and justly so.

THEY GIVE THE MOST WEAR

AND NEVER DISAPPOINT any purchaser.

You Can See Samples at Once.
Drop Us a Card — WE'LL DO THE REST.

S. GREENSHIELDS, SON & CO., MONTREAL AND
VANCOUVER

SOLE SELLING AGENTS FOR CANADA.

LISTER'S

Velvets and Silks

TO BE HAD FROM

Wholesale Dry Goods

— AND —

Wholesale Millinery Houses.

ICE CREAM SODA



is cool and refreshing
for the internal econ-
omy, but for the out-
side there is nothing
so

COOL AND
REFRESHING

for Ladies as our beau-
tiful

SUMMER SKIRTS

IN

Irish Crash,
English, Scotch and Canadian Piques,
American Fancy Pampas Linens,
Khaki Drill Duck, etc., etc.

THE LATEST AND BEST.

Gentlemen will find our

Crash Suits, Duck Suits, Khaki Suits
and all our Light Summer Wear a perfect
boon for the hot season.

Bike Suits, Negligee Shirts, etc., etc.

ROBERT C. WILKINS

Manufacturer of **Montreal.**
Shirts, Overalls and Clothing Specialties.

WYLD-DARLING

COMPANY, LIMITED

For Immediate Delivery

our stock is complete in

Black Cotton Hose

"Hermesdorf Dye"

AT ALL PRICES.

Boys' Ribbed Hose

FULL RANGE

Special values in Lisle, Taffeta and Pure
Silk Gloves—Cream, Tans and Black.

A large variety of new patterns in
Valenciennes, Laces and Cambric Em-
broideries just opened for sorting trade.

Wyld-Darling Co. Limited

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

SUMMER GOODS

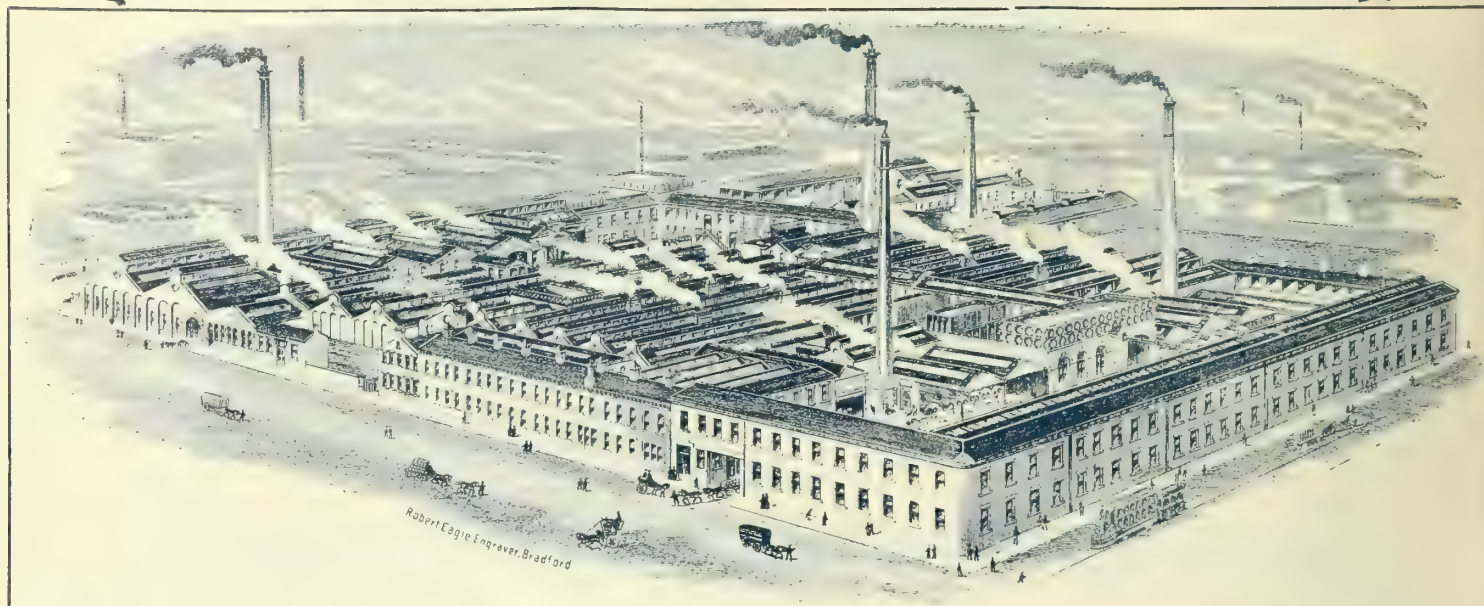
In Endless Variety.

*SUMMER MUSLINS AND PRINTS,
SUMMER DRESS GOODS,
SUMMER GINGHAMS AND FLANNEL-
ETTES,
SUMMER SHIRTS,
WHITE SKIRTS,
KHAKI SKIRTS,
BLOUSES of all kinds,
PATRIOTIC TIES AND HANDKERCHIEFS,
WHITE AND COLORED VESTS.*

We Have

**EVERYTHING FOR
WARM WEATHER WEAR.**

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods:



Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.
WAREHOUSES, PICCADILLY, MANCHESTER.
5 LOVE LANE, LONDON, E.C.
7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

Hermsdorf Dye made black hosiery bearable for summer wear

Until the virtues of Hermsdorf dye became known and popular, people wore bleached and unbleached stockings during the warm weather; they were afraid of black—it crocked, stained, did everything but stay fast. They shunned black hosiery because it wasn't reliable. Now it's different. Fast black hosiery of Hermsdorf dye has a sale every day in the year; it isn't a matter of seasons; the great mass of hosiery wearers trust Hermsdorf dye for Summer wear, and their trust is not misplaced. Hermsdorf dye is not affected by perspiration; it can hang on the line exposed to the hottest rays of the sun and not lose an iota of its color—the washtub has no terrors for it. Keep your stock of Hermsdorf Dyed Hosiery constantly before your customers; their eyes need only to catch this trade-mark *Louis Hermsdorf Dyer* and you have hit the mark; it means more to the average hosiery buyer than any other sign or symbol known.

AMERICAN
BUREAU of LOUIS
HERMSDORF,
78-80 Walker
Street, New York.

Louis Hermsdorf
Dyer

Selling Office
of Hermsdorf
Black Mercerized
Yarns,
JOS. J. DE LONG,
396-398
Broadway, N.Y.

CHEMNITZ, GERMANY.

SUPERIOR



TO —

WATERPROOFS

Cravenette

THE

BEST CLOTH

FOR RAIN COATS.

..THE WORLD RENOWNED..

"Oxford"

FLANNELETTE
UNDERCLOTHING.

(Write for Samples and Price List.)



TRADE MARK



MANUFACTURERS

W. F. LUCAS & CO.

129a LONDON WALL,



LONDON, ENGLAND.

FOSTER & CLAY'S



Productions

Should be prominent in your
Wool Department.

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.**

**CABLE CORD and
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 12 St. Nicholas Street, **Montreal**

The most popular hat in Canada to-day
is the

"Tress"

Their silk hat is unequalled by any maker.

Fall shapes in Felt and Silk now ready.

Manufactured by

TRESS & CO., London, Eng.

Selling Agents for Canada:

Wreyford & Co., - Toronto

Young & Rochester

LONDON and LONDONDERRY.

Manufacturers

**SHIRTS, COLLARS, NECKWEAR
DRESSING GOWNS, Etc.**

Novelties in Khaki and Regimental Stripe Neckwear.
Zephyr, Flannel and Silk Shirtings.

Dominion Agents:

Wreyford & Co., - Toronto

EXTRA

Now Ready for Shipment

Pique Skirts, \$10.50 to \$36

PLAIN AND INSERTION-TRIMMED

12 Styles

NEW BOX PLEAT BACKS.

Zephyr Waists, \$9 to \$24

15 Styles

All the newest cuts.



GOODS EXPRESSED AT ONCE AS SIZES ARE NOW COMPLETE.

BOULTER & STEWART, Manufacturers,
....TORONTO

"Glovine" BATTING...

THE ONLY PERFECT PREPARATION

FOR

CLEANING GLOVES

of all kinds.

EASY TO USE.

THOROUGH IN RESULTS.

Put up in 16-ounce bottles and sold on a guarantee.

On sale by all the leading Dry Goods Stores throughout the Dominion.



Also Cleans the most delicate Fabrics

SILKS, VELVETS, LACES, etc.

CANADIAN AGENT,

FRED. W. WINTER,
33 Melinda St., TORONTO.

MANUFACTURED BY,

THE GLOVINE MFG. CO.
WILKESBARRE, PA.

Guaranteed free of Threads and other weak and lifeless stock.

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for.

**North Star, Crescent
and Pearl Batting.**

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

The Oldest Established
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering
Wheeling
Petticoat Fingering
Soft Merino

Berlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting Wool

Vest and Silk Vest Wool
Lady Betty
Shetland
Andalusian

Pyrenees
Fleecy
Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

Especially Adapted for Cycle Hose and Sweaters

We claim that they will knit further and wear longer than any other make.

Wholesale Only

Send for Samples.

Agent

Duncan Bell

MONTREAL and TORONTO

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.

Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



NEW-BRUNSWICK COTTON MILLS



ST JOHN COTTON MILLS

**Cotton Spinners,
Bleachers, Dyers
and Manufacturers**

Flannelettes, Fannelette Sheetings, Domets, Saxons, Shakers, Shirtings, Tickings, Denims and Cottonades, in Plain and Fancy Mixed Patterns. Cotton Yarns, Carpet Warps, Ball Knitting Cottons, Twines, Hosiery Yarns, Beam Warps, for Woolen Mills, and Yarns for Manufacturers' use.

THE ONLY "WATER TWIST" YARN MADE IN CANADA

Agents . . .

J. SPROUL SMITH, 39½ Yonge Street, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Special Agent for Beam Warps for Ontario.

MILLS { NEW BRUNSWICK COTTON MILLS
ST. JOHN COTTON MILLS

ST. JOHN, N.B.

We stock probably the finest line in the trade.

Allover Laces and Nets, Lace Scarves,
Swiss Embroideries and Allovers,
Esprit Lace and Nets,
Lace Braids, etc., etc.



Our LACE CATALOGUE FOR 1900 is now ready,
 and will be sent to any reliable merchant on application.

F. Robertson & Co., Toronto

GLOVES

We have a full, fresh stock of

Pewny's

French Kid Gloves for

Summer Trade

Best Styles
 Best Shades
 Best Wear

S. Greenshields, Son & Co., Montreal
 AGENTS FOR CANADA.

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The W.R. Brock Company, (Limited)

TORONTO and MONTREAL.

3 IMPORTANT LINES FOR JUNE TRADE.

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Gloves . .				. . Sizes
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Immense Stock

Most Interesting Quotations

Liberal Terms

We Solicit Your Sorting Orders at ALL Seasons.

TELEGRAPH.

TELEPHONE.

LETTER.

TRAVELLER.

PERSONAL SELECTION.



VOL. X.

MONTREAL AND TORONTO, JUNE, 1900.

No. 6.

PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE
RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, NEW YORK.

Do Your Whole Duty.

Do the best you can at all times. Don't let the weather or the times or anything else lead you to do slipshod work or to forgetting your duty to yourself and others around you. If you do your best and then fail you can hardly be blamed, but there are very few cases where anyone has done his best at anything and failed. It is usually the one who has gone to work in a half-hearted way and who has shirked part of his duties who fails. If we would all do the very best that we know how there would be very few of us who would not be pretty nearly right in what we are doing.

Little Wastes.

Why is it that so many stores are so careless about little things and so particular about what they think are bigger ones, when, in reality, the little things all together would probably make up a larger bulk than all the big ones put together?

Some storekeepers are always kicking about the heavy expenses they are under, about the amount of money that it costs to run the business nowadays, and yet they would find, if they looked around in their own business, a good part of the expense could be saved.

It is these little leaks that cause so much trouble and drain out all the profits. The store that will watch the little things, the little expenses, the things wasted here and there, and see that they are kept in reasonable bounds, will be very apt to save a great many dollars in the course of a year.

Many clerks think very little of wasting a yard or two of twine or a sheet or two of paper in many unnecessary ways, when they might just as easily have saved that amount. They forget that while a yard or two of twine does not amount to much in itself, yet, when repeated day after day by a great many clerks, it soon amounts to a great many dollars.

When Buying Goods.

It is always well to be prepared for the worst, whatever that may be, and then one is in a position to enjoy the best if it comes, or they are not apt to be disappointed if it doesn't come. And, while I say to be prepared for the worst, do not be so prepared

that you are forgetting about striving for the best. The only way to reach a goal is to aim for it. If you are anticipating the worst in the sense of expecting it, or doing nothing to prevent the worst happening, then you are very apt to get just what you expect. By being prepared for the worst I don't mean anything of this sort. I mean to be on the safe side of every question. Don't put yourself in a position that when it comes to the worst you are going to be seriously hurt.

Remember this when you are buying goods. Don't buy so heavily that, if the season turns out to be a little dull, you are going to be overstocked.

Remember this in employing help. Don't employ so many that, if you find trade not what you expect, you are going to have a lot of employees standing around doing nothing.

Always try to shape your course so that if you don't get as good as you expect you are on the safe side, and are not going to be very much put out in your business affairs.

Leave Style To Customers.

Don't allow your salespeople to be putting on airs. Don't have anyone in your store who is too good to wait on the humblest and most ragged customer which you may have. This is something that would be very quickly noticed by persons buying of you, and it is very often that some of your real good customers may not be dressed quite as finely or quite as stylishly as they could if they wished to.

Don't allow your clerks to make the mistake of thinking they can hold themselves above anyone who wants to buy from you. The poor deserve just as good, just as prompt, just as pleasant attention as the richest person who may come into your store.

Hints From Customers.

You can get lots of friendly and very good advice from your employees if you will only cultivate the habit of getting from them what they have learned by contact with the customers. This really is the most accurate information which one can have from a business. It should be your ardent desire to find out as near as possible what the customer thinks of you and your goods. If you could get the confidence of your clerks, and

every once in a while have a private conversation, you can likely get out of them a great deal of valuable information, which will enable you to correct any bad points which your business may have, or which will point out to you how to improve your store service.

Don't hold yourself so far above your employes that there is no unbending to come down to them and to be friendly enough for them to desire to tell you anything which is to your advantage or for the improvement of the store.

Old and New Goods. Use the new goods to help sell the old. But, of course, you want to be discreet in mixing them. You don't want to place the new goods alongside of goods that are so old that the two will show up in violent contrast. But it is often well to mix fresh goods with old that you have already on hand, as the new will help to sell the old without injuring its own sale.

The Dissatisfied Clerk. A dissatisfied clerk is of very little use to the store, no matter what may be the cause of dissatisfaction. It is well to either try to satisfy or to reason him out of his dissatisfaction or to get rid of him. A person who is dissatisfied with his life, with his pay, with his surroundings, cannot take the interest or the care that is necessary for him to take in order to make the business successful.

If you find for any reason that your employes are dissatisfied, it would be well for you to either do what you can towards satisfying them, if they have just cause for their dissatisfaction, or argue them out of their wrong way of thinking, or get someone else in their place. It must necessarily be that dissatisfaction is a thing that will cause a great deal of annoyance and loose work in any store.

Trials come upon us all at some time of life. The chief thing is to remember what will help us during the remainder of our lives. If we do not learn anything by trial, then we are in a bad state, indeed. But, if we can get valuable lessons from the troubles we have gone through, then we are better prepared to make a success of the good times now in existence.

A WELL-ARRANGED STORE.

G. R. Ashwell & Son, of Chilliwack, B.C., are making some alterations in their store, which, when finished, will be thoroughly up-to-date. It having a frontage of 60 feet affords ample window space for displaying goods, and is 40 feet deep. The second storey of the store has been used as a hall for concerts, but now it will be devoted to men's furnishings, boots and shoes, crockeryware and wall paper. There will also be a waiting-room with a piano in it, so that the ladies may amuse and rest themselves without leaving the building.

The dry goods department takes up half of the ground floor, while the remainder is given over to groceries and hardware. The stairway runs from the dry goods and grocery departments and joins at the first landing. This saves customers from walking from one department to the other in order to go to the second storey.

Reid & Co., of Cranbrook, B.C., have built a fine and up-to-date store. It is about 50 feet long and 35 feet wide, with a wall in the centre, dividing the ladies' ware from the men's, and an arch for communication in the rear between the two departments. The stock is very neat and prettily arranged, which adds greatly to the tone of the place.

SOME "DON'TS" ABOUT GLOVES.

MOST women do not realize the importance of the glove. An ill-fitting or inappropriate glove can mar the effect of an entire costume. It is unfortunate that there should be so much carelessness in connection with that article of dress which has held so revered a place in romantic history. Gloves have been the symbol of power, the gage of defiance and the token of love, and now they have dwindled to a necessary adjunct of dress, which, in the majority of cases, is treated with the same consideration as a poor relation—anything is good enough! But women's carelessness of detail in regard to hand covering is noticed and commented upon to an extent which, if the fair wearers only realized it, would create a revolution in glove wearing.

There are many "do nots" which are applicable to glove wearing:

Do not buy cheap gloves. If your income is limited you might better don neatly mended, correctly cut, good quality gloves than a new pair of poor shape and quality.

Do not wear evening or dress gloves except in the evening or on dressy occasions. It seems to have become a custom to wear a fresh pair of delicate gloves on some important occasion. When they become slightly soiled or have been cleaned they are used for less important times, and a thoroughly soiled glove appears to be "good enough to run out in or to wear shopping." This is thoroughly bad taste, if not bad form. For traveling, walking and shopping, wear a medium heavy glove matching the costume, or a stout English glove of some neutral shade. This will prove more economical than always purchasing dress gloves, which, when once soiled, are hacked out so quickly and look so slovenly.

Do not try to make the hand look small by wearing a tight glove. In selecting a glove be sure the fingers are long enough and that the button or clasp fastens at the juncture of wrist and hand and not on the palm. It is best to purchase from different dealers until gloves perfectly suiting the hand of the wearer are discovered, and then give that dealer all your trade. Promiscuous glove buying is as bad as promiscuous shoe buying.

On the other hand, do not wear gloves too large. The baggy backs, wrinkled fingers and slouchy wrists do not give that refinement of appearance which all women covet.

Do not wear a glove with a button off, or a rip in some seam, thinking it will not be noticed. Such a defect is glaring to strangers and friends. Almost any store will have any gloves which have been bought from them properly mended for a trifling sum, and the gloves look much better than when mended at home.

Do not put a new glove on carelessly. The first wearing moulds the glove to the hand and decides its future appearance. Be careful to get the fingers straight and work them gently on, little by little, each in turn. Then put one finger in the palm and, by pressing outward, adjust the hand part. The thumb follows, and when the seam on the outside of the hand is even and smooth the glove may be buttoned or clasped.

Do not wear kid gloves without sprinkling powder in them if your hands are inclined to perspire.

Do not take a glove off carelessly if you desire it to last well. In taking gloves off turn the wrist over the fingers and draw until the fingers are half uncovered, then the finger ends may be loosened by the tips. This makes it an easy matter to readjust the glove right side out. It is a good plan to breathe in a glove after taking it off. It preserves the softness of the kid by quickly drying any slight moisture.

Sell Summer Goods in Summer Time

"Rush" is the word to drive into your employees. Take a big dose of *"Double Rush"* yourself. The warm weather has been late coming. The season for selling Summer goods will be nearly a month shorter than usual.

You will want extra good leaders to help the *"Rush."* We have a few lines to be cleared out early in June, such as Gingham, Prints, Muslins, Fancy Silks, etc. No large quantities of any one line.

Orders for White Piques, White Muslins, White Organdies, White Lawns and Linen Crash Suitings will be filled at old prices. The quantities are limited, order quick.

Staple Cotton Goods for Fall 1900.

Everything you want in the way of Grey Cottons, White Cottons, Denims, Cottonades, Ladas Tweeds, Shirtings, Tickings, Flannelettes, Imported and Canadian, Cotton Blankets.

Linings of all kinds.

Cotton, Linen and Damask Towels and Towelings.

Special for Fall 1900.

French Elastic Canvas; also Black, Slate and White Canvas. We have a few hundred pieces, special as to value and price.

Dress Goods for Fall 1900.

Novelties in Black and Colored Dress Goods. The largest range of Costume Tweeds and Skirt Tweeds ever shown by any one house in Canada, **all New.**

Do not forget that we carry full ranges of Curtains, Gloves, Hosiery, Underwear, Ribbons, Laces, Trimmings, Fancy Goods and Smallwares.

BROPHY, CAINS & CO.

23 ST. HELEN STREET

 MONTREAL

FEATURES OF MAY TRADE IN WINNIPEG.

*A Change in Millinery—Rumor of a New Firm—White Dresses in Vogue—
The Military and Patriotic Fashions.*

From the DRY GOODS REVIEW's special correspondent.

WINNIPEG, May 26, 1900.

AS previously noted, the agency of The D. McCall Company in this city has changed hands, and Mr. John McRae, who has been in charge of the agency since its inception, is devoting his energies to another line of industry. Mr. White, who previously looked after the British Columbia branch is now in charge. He has been with the house for many years. Business is reported exceptionally satisfactory. The season opened fully three weeks earlier than usual and the demand has been very extensive for white and all classes of light goods. The present demand is principally for white sailors and leghorns, of these latter it has been found difficult to square the supply with the demand. Pastel shades in shapes have not proved as popular here as elsewhere, although the sale has been large.

Turban effects have been very popular. For country trade the sailor par excellence has been the rustic jumbo braid, but in the city there has been more call for the fine white split straw. More and more dealers find the demand for American hats, indeed, few lines of English hats are salable here. This is especially noticeable in sailors. The English sailor is lower in the crown and has a more squat effect, which the American and Canadian women will not have at any price. Short-backed sailors with draped brims and crowns will be popular for midsummer. The sale of khaki ribbons and chiffons has been large.

It is rumored that one of the representatives here of an eastern millinery house is about to open a large retail millinery and ladies' tailoring establishment, but the report could not be verified up to time of writing.

Clothing houses report the sales of Summer wear for men very satisfactory so far. The unusually warm weather so early in the season has, no doubt, helped this along.

Among drygoodsmen this has been a white season sure enough. For the first time in its history the streets of Winnipeg were lined with white dresses two weeks before May 24. Winnipeg has such long Winters, as a rule, that the ladies are fond of getting all they can out of their Summer clothing, and muslins and piques have been the order of the day for the whole month. Business is reported very good.

R. J. Whitla & Co. report an enormous sale of blouses and white dress goods of all kinds. Among blouses the Sorosis waist seems to have found special favor. A good trade has also been done in khaki suits for ladies. This house is showing a wonderful range of ladies' ties. In fact, as previously reported, it would seem that your neck is the most important part of your anatomy these days, judging by the endless variety of dainty neckwear. The bandana ties have been and are a great rage.

Whitlas also show a very handsome range of regimental ties, such as the Rifle Brigade, Royal Fusiliers, Duke of Corn-

wall's Light Infantry, Army Medical Corps, 13th Hussars, Gordon Highlanders, Royal Marines, 42nd Highlanders, Royal Dragoons, Argyle and Sutherland Highlanders, Inniskilling Dragoons. The ties are in rich corded silks and the colors are the exact counterpart of the colours of the various regiments. These goods are sure to be popular.

Judging by the incoming samples, navy blue will be more popular than ever, while the rage for khaki seems rather to increase than diminish. In dress goods, blacks are going to be much worn, and some of the new lines are extremely beautiful.

Mr. Stewart, manager of the shirt and smallware department of W. J. Peck & Co. is off on a holiday trip to Scotland, and his friends are looking forward to his return, as it is whispered that Mr. Stewart's bachelor days will be a thing of the past when he returns.

Mr. Binns and Mr. Campbell, buyers for R. J. Whitla & Co., have returned from Europe. They report the feeling of trade unusually strong in the Old Country. On their return trip as they came up the St. Lawrence the pilot brought on board the news of the relief of Mafeking. There were a number of Royal Marines on their way to Esquimalt, and Marines and passengers went wild together.

Speaking of celebrating Mafeking, the demand for bunting of all kinds was tremendous and many houses are entirely sold out. The amount of decoration for the Queen's Birthday was larger than usual.

E. C. H.

FALL LINE IN DOWN QUILTS.

THE REVIEW was kindly accorded an "advance" view of the Alaska Feather & Down Co.'s Fall samples of quilt and cushion covers, and those readers who are interested in that line will find that a treat is in store for them. The line comprises over 25 different designs of figured sateens, silkolines, and silks, all selected with taste and beautifully executed by the converters of the cloths. All of these designs were printed exclusively for the Alaska Feather & Down Co., and any dry goods buyer who obtains control of some of these designs for his town will have the undisputed possession of them. Some of the company's down quilts this year are "braided" on the seams in the same way as is done by English makers. This much enhances the effect without adding to the price.

Mr. V. Dowker is at present visiting the European markets in the interest of The Gault Bros. Co., Limited, haberdashery department, and is picking up all the very latest ideas for the benefit of the patrons of the firm.

A. F. Gault, president of the Montreal Cotton Co., accompanied by Messrs. Grenier and Stevenson, directors, have held a long interview with the Valleyfield, Que., Town Council, where they propose to erect a new cotton factory to employ about 400 hands. It is understood that certain proposals were made which, if accepted by the council, will cause the cotton company to immediately commence the erection of the proposed factory.—Montreal Herald, May 7.

CLOTHING IN THE YUKON.

SUPERINTENDENT WOOD, in charge of the detachment of Canadian Mounted Police in the Upper Yukon, reports to the Ottawa Government the kind of clothing required by the men. The report will contain some hints for merchants doing business with the north mining country. He says:

"A good quality of boot, like the Elcho field boot, is the article required for either walking or riding; they stand the water well, whereas the long, black boots go to pieces in a short time, when used on river work, the long tan boots sent up for issue on repayment, should take their place. The red leather ankle boots are a strong, comfortable boot, and wear well.

"Underclothing—The present issue is inadequate, especially the socks and stockings. The issue should be increased. Men on the trail can wear out about 20 pairs of socks in the Winter alone; this applies also to moccasins; the issue should be increased to four pairs. I would strongly recommend that a mitt with a large cuff, lined with some cheap fur, be issued, the regulation buck mitt being worthless on the trail, though good for barrack work.

"The last consignment of Stetson hats are a great improvement on the other shipments. The Yukon fur cap is a first-class article, combining lightness with warmth, and could not be improved upon. The lately-arrived brown duck "Parkas" are very serviceable, and will answer the purpose. The coyote robes received from Regina are the best for dog-driving, being light and warm. They wear fairly well.

"The last consignment of sweaters are very thin and very large in size. Instead of fitting closely, as sweaters should,

they sit loosely on the largest men. I would strongly recommend that pea jackets be made a free issue in the Yukon. One every two years would be sufficient, and they are the most serviceable and smartest article of clothing in use."

PIQUE SKIRTS.

Owing to the many letters and repeat orders for white skirts, Messrs. Boulter & Stewart have decided to carry stock of same in 12 designs, made with new pleat back. The insertion trimmed lines are the most popular, and can be retailed from \$1.50 to \$5.00. Samples sent on application.

Arthur Morrice has been appointed Toronto representative of D. Morrice, Sons & Co., selling agents of the Canadian Colored Cotton Co., in succession to the late Mr. Muldrew.

Mr. M. Markus, of Montreal, left last week on a business trip, and will visit all the principal manufacturing centres in Great Britain, France, Germany, Austria and Switzerland. He expects to return in a couple of months with samples of all the latest novelties that are on the market, and said he was going to look out for the best specialties that could be bought, as he thoroughly believed that "nothing was too good for Canadians."

The manufacturing industries of Dundas are to be added to by the establishment of a factory for the making of cotton batting. The Dundas Pad Works have built a large brick addition to their works to be used as a picker house, and have amalgamated with the Toronto Cotton Batting Co., and the latter are now moving their plant there. The product of the works will be mattresses, stair pads, and cotton bats, and the concern will be known as the Canada Cotton Batting Co

Specials in White Goods

White Piques

4 Leading Lines
8c., 10c., 11½c. and 15c.

Victoria Lawns

12-yd. lengths at 87½c., \$1, \$1.25, \$1.40, \$1.80, \$2.25 and \$2.50 per piece.

30-yd. pieces at 8¾c., 9c., 11c., 11¾c., 12½c. and 13½c. per yard.

EMBROIDERIES and INSERTIONS==Large assortment at low market quotations.

A large and specially attractive lot of Valenciennes and Torchon Laces just passed into stock.

LETTER ORDERS HAVE OUR CAREFUL ATTENTION.

Knox, Morgan & Co.

Wholesale Dry Goods.

HAMILTON.

THE POLICY OF RETURNING GOODS.

IN a conversation with a well-known silk waist manufacturer not long ago, I had occasion to refer to the matter of returns in connection with the miserable weather conditions that prevailed during March.

"We don't have any returns," he said. I looked astonished.

"No," he continued, "we actually are not annoyed by that evil—strange as it may appear to you."

"Tell me how you have escaped it?" I said. "Simply by taking a firm stand against it," was the reply. "Now, I'll just show you a letter——" And he called to his stenographer to bring in a letter.

"This is to a house which sent us back ten waists." And I read a letter which stated briefly that upon investigation it had been found that the order was filled accurately, that unwarranted returns were not accepted, and that the waists went back by express that day, ending with the conventional assurance to the retail firm that the silk waist house was very truly its.

"Now," resumed the manufacturer, "the fundamental policy of this house is to fill all orders just as given. We are particular about that—very particular. We never substitute colors, and if we can't send the buyer what he orders, we simply write and tell him so. Consequently I always know that there is no excuse, under average circumstances, for any retailer returning us goods. Furthermore, as valuable as my time is, I make it a point to investigate personally every case where anything is returned; and find out if anything is wrong. In ninety-nine out of a hundred there is no visible cause."

"Then this last instance represents merely an arbitrary return."

"That's all."

"Well, your action was all right," I ventured, "but what would you have written to one of your big up-town accounts—one running up into the thousands?" And I thought the question was a knock-out blow to his theory of independent attitude.

"Precisely the same," he fired back. "In fact, it was only last week that a big New York house—one we do quite a business with—attempted to return less than a dozen waists. I simply refused to accept them, since there was no adequate excuse for the return."

"Aren't you afraid to lose their business by such a refusal?"

"No. They know, or at least I have explained it, that it is a principle of ours not to accept returns. Such knowledge does not make them think less of us. On the contrary, it increases their respect for us. No buyer can have the proper sort of business opinion of a firm that will allow itself to be imposed upon."

"But have you never lost trade through this policy of yours?" I asked.

"Well, in days gone by there have been estrangements—brief ones. Buyers have declared their intention never to do business with us again because we wouldn't take goods back; but if the next month didn't see them again in our salesroom

the next season did. In fact, I could point out to you some of our staunchest supporters and best customers who have been 'offended' in the past at our so-called independence."

"So-called independence?" I repeated.

"Yes—for it is really not independence. When an order is placed with us we look upon it as a bona fide agreement. We live up to our part, and we expect the buyer or merchant to live up to his."

And I went away deeply impressed with the fact that there was at least one sensible, courageous, manly manufacturer in the trade, with enough respect for himself to assert his rights, and enough confidence in himself not to be afraid to say "No" to the unreasonable request of even a large customer.

There ought to be more like him—they'd make reputation and substantial profits, and the business would be elevated.

* * *

It was raining in torrents when I walked into his office. He grunted a half-hearted greeting as he turned from his pile of mail and took a fresh cigar from me with only the most perfunctory acknowledgement. I could see he was rattled.

"Well, how's the skirt business?"

"U-m-m-m-p-p-h-pg!" was his reply.

"As bad as all that?"

He rummaged through his letters, and finally pulled out two sheets pinned together.

"This makes me hot!" he exclaimed. "Just look here: we got a letter this morning; envelope addressed to us, letter addressed to another skirt house. The other skirt house got our letter. Naturally I sent them theirs, after making a copy of it, and they sent us ours."

"Nothing serious, I hope," I said, scenting interesting developments.

"Nope," he chirruped; "nothin' worse'n a case o' blankety-blank returns; but it shows you what excuses these buyers'll resort to when they want to get rid o' stock. Read the letters."

I read the first:

MESSRS. SO & SO: Dear Sirs.—We are returning one lot of skirts because the quality of material is not good. We think you told us the \$4 skirt was made in the best goods; it is nothing like the quality of goods we are buying for \$3.75 and retailing for \$5. We shall be obliged to ask \$6, when we are selling a better quality for \$5.

Yours, respectfully, C. ANTUSEM & CO.

The other letter, addressed to the manufacturer before me but received by his competitor, read as follows:

MESSRS. ETC. & CO.: Dear Sirs—We have returned to you one lot of skirts, for the reason that we do not consider them good value at the price. We have some in stock for a very much lower price that are better, and we feel that it would be impossible for us to put these skirts in stock and sell them for a price that would pay us for doing so.

Yours, respectfully, C. ANTUSEM & CO.

"They are only plainly trumped-up excuses," said the manufacturer when I handed him back the letters. "The buyer simply hasn't nerve enough to carry the stock he has bought through this period of enforced dull business."

"Well, what are you going to do about it?" I asked.

"What can I do? Make him take them and lose the account? I guess we'll have to stand it."—Crerand's Cloak Journal.

IT IS A WELL-KNOWN FACT

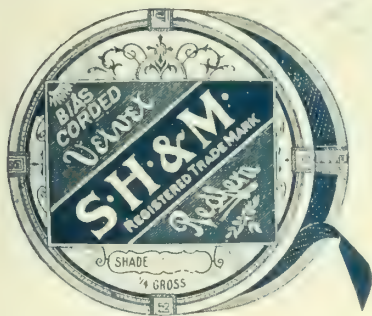
that certain materials are made for certain purposes, and, while they may perform admirably the service for which they are intended, are absolutely worthless for other uses.

A better illustration of this cannot be taken than in the case of Velveteens manufactured for millinery and trimming purposes only. Such Velveteens are not suitable for any other purpose, and if used for skirt bindings generally fail to stand the wear and tear to which the edge of a dress skirt is subjected. A specially-made Velveteen is needed for binding the skirt edge, and it is such that is used in the

“S·H· & M·” SKIRT BINDINGS

which are made by a Company engaged exclusively in the manufacture of Skirt Bindings. The S.H.&M. Bindings are cut on a true bias, evenly and smoothly joined, fit the skirt edge to perfection, and the trade mark “S H & M,” stamped on the back of every yard, is a guarantee that they are the best skirt bindings it is possible to produce. They out-wear all others and give perfect satisfaction to all who use them.

WE CARRY THE FOLLOWING IN STOCK AT OUR TORONTO WAREHOUSE:



S.H. & M. BELLE Plain Velveteen
1 3/4 -in. wide.

S.H. & M. REDFERN Bias Corded
Velvet, 1 3/4 -in. wide.



The STEWART, HOWE & MAY CO.

Originators and Manufacturers of S.H.&M. Skirt Bindings

24 Front Street West, TORONTO, ONT.

MANCHESTER, ENG.



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL.

Just to hand--

Black and White India Linens.

Nainsooks and Victoria Lawns.

Flags in great variety.

Black, White, Cream and All Colors in

42-in. Chiffons and Silk Organdies.

White All-Over Laces.

White Tuckings.

*Special value in Black Canvas Cloths and
Silk Grenadines.*

Trefousse Kid Gloves, New Styles and Shades.

Rouillon Kid Gloves, scarce shades just arrived.

Careful attention given to Letter Orders.



TORONTO OFFICE :

25 COLBORNE STREET.

WINNIPEG OFFICE :

McINTYRE BLOCK.

WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

WINDOW DRESSING IN SMALLER TOWNS.

A LOOK into the windows and interiors of many of the stores in the small towns will convince one that everything is wrong as regards displays.

The window trimmer's lot in the small towns is not a happy one, as he is generally salesman, stockkeeper, bookkeeper, manager, window-trimmer, and everything else. The city trimmers are apt to view with too critical an eye the work done by the window-trimmer in the smaller towns. No one but himself knows what he has to contend with.

There are many who strive to make artistic and elaborate displays in their windows, which are generally too small to give the proper effect. They are frequently too elaborate for the resources of the stock, and, in many cases, as soon as the window is trimmed he is compelled to disarrange the display, by having a customer ask for some of the goods in the display.

The interiors are generally uninviting. Above the dress goods counter there is a pole suspended by a string or wire from the ceiling, on which is hung dress goods, laces, and everything. And on the back of this is a ledge which is piled up with boxes and bundles. These detract from the appearance of the store, and the poles, to an artist's eye, look like clotheslines; all of which shows carelessness and lack of decorative knowledge.



A DISPLAY OF FURNISHINGS.

Would it not be to this merchant's advantage to have his store looking neat and attractive?

Why not have all these boxes, bundles and poles taken down; have the ledge cleaned after the store closes, so that the covers can be put up, and then go to work and make your display?

The interior trimming is not supposed to be as elaborate as the window trims, and is only intended to make the store inviting and attractive. It would be a waste of time to put a great deal of work on any one piece of interior trimming, but one should rather make a great many tasty little trims throughout the store, and utilize all available space without going into extremes.

WINDOW ARRANGEMENTS.

Your windows should be incased with a solid background of wood, at least six feet high, and above that you can have glass to the ceiling. This arrangement will allow the light to come into the store, and still make a foundation on which to work out displays, and, at the same time, keep the dust from the store from getting into the window.

BACKGROUNDS.

Backgrounds are one of the most important things. If a window is not properly backed, no matter how artistic you may be, it will be a failure. In some of the large cities the backgrounds in the windows are works of art. Some are handsomely finished in oak. Others have gold-leaf frames with mirrors. These are permanent, and cost many hundreds of dollars. Very many window-trimmers construct their backgrounds in windows, which, of course, take considerable time, and gives little opportunity for the goods to be displayed, all the time having been spent on the background. To overcome this, it is advisable to have portable backgrounds. Make them when you have some spare moments.

They are easily constructed. A few frames of light strips of wood, covered with any white material, form an excellent groundwork. This groundwork can be covered with any cheap material, which can be plaited from top to bottom, or diagonally forming a sunburst. There are a number of ways by which they can be plaited or puffed. The frames can be made same measurements as the back of window, so as to fit nicely. These can be used in different ways and are easily handled and put up.

SIMPLICITY.

Simplicity, that is the word, in the dressing of a window as well as in color.

If you display a variety of articles in the one window, it will make it look complicated. The object is to display the goods in such a way that the passer-by can understand at a glance the object of the display.

Where color and form are considered, simplicity is the rule, and few articles should be used, but they should be displayed artistically.

Take, for instance, a silk window. If you have any forms to show waists on, use them; if not, get a corset form. On it display your talent in draping a waist, not by cutting it, but by draping the goods on it so as to approach as nearly as possible the waist you intended to copy.

Those who, from lack of experience, or others who cannot drape, will find it very interesting and simple. Dozens of original styles can be thought out.

When you have made a few of these, along with a few skirts on forms or stands, place them in the window well apart, and, although you have gotten up a display somewhat old, yet it is ever a pleasure to look at.

Do not allow your goods to overlap each other, as the outlines become confused, and each article loses its individual effectiveness. Therefore, don't crowd the windows. Don't

"Lawrus" Fabrics.

REGISTERED TRADE MARK NO. 176206.

These Dress Fabrics can Only be
Supplied by ❖ ❖ ❖ ❖ ❖ ❖

LAW, RUSSELL & CO.
BRADFORD.

EVERY YARD IS STAMPED "LAWRUS."

Buy early to secure delivery
for the Fall Season.

Bottled Sunshine!

The light produced from our
Illuminated

Silent Salesman
TRADE MARK

Show Case rivals that of the sun—
a strong assertion, but a fact never-
theless. Its equal is not to be
found.

We can supply you from our
Windsor Branch, free of duty.

ASK FOR PRICES.

John Phillips & Co.,

Established 1864.

LIMITED

DETROIT, MICH. and
WINDSOR, ONT.

Address us at Detroit.



WINDOW DECORATING—Continued.

crowd the floors. Be careful to have each article clearly defined against the background, and don't put in front or at the side of another article the same tone or color.

MECHANICAL TRIMS AND THEIR VALUE.

During the holiday seasons and on special occasions the mechanical window is in great demand as a drawing card.

It not only arrests the attention of those out shopping, but catches the little ones, and it soon becomes a subject of comment in nearly every household.

"Interest the little ones" with something movable, and it is only the matter of a short time until every parent in the city is induced to accompany the little folks to see just the nicest window in so-and-so's store. After enjoying the sights and

Formerly, only dry goods houses made a study of window trimming, but now the practice extends throughout all branches of trade. It is beyond question that there are few things so attractive as a beautiful and artistically dressed window.

It is also the cheapest advertisement that the dealer may indulge in. Its real aims are to show the people what is kept to sell and the price at which it is sold, to attract the attention of people to the store, and to show goods which will excite in the public the desire of possession.

The principal object of the most successful window-trimmers is to do something that will cause the people to talk, excite their curiosity and admiration, which will be followed by patronage.

An attractive window is a silent salesman appealing for trade. Goods should be so displayed as to force people to



A FURNISHING DISPLAY AT THE N. R. PRESTON CO., LIMITED, WINNIPEG.

Designed by Mr. W. Edwards.

mechanical effects of the window, their curiosity is aroused and they start on a tour of inspection, and the other windows connected with the store are viewed closely, which otherwise might only have received a passing glance.

The object of this sort of advertising is to bring the people to your store, and to hold their attention long enough to impress on their minds the exact location of your business, and what goods you keep, thus receiving advertising which no newspaper can give, as it attracts the attention of many who do not or cannot read the papers.

WINDOWS THAT WIN TRADE.

The art of window trimming is at present recognized as the most important factor in increasing trade and building up a good lively business.

feel that they really wish to possess them, as this feeling ends sooner or later, in purchases. The result of such a display will be an instant sale to people able to gratify their wish. Those who have to plan and contrive before investing will remember the store and the goods displayed long after they have been taken out of the window.

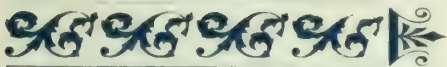
By others, the attraction will be communicated to friends who intend making purchases. In some of these three ways the window will create business, as it is a constantly changed advertisement. The wants of many people will be catered to and all lines of trade be covered. To keep abreast of the times, it is necessary for your windows to have your utmost attention.

There are different ways of arousing the interest of passers-by. By displaying an immense stock of one article, people

The Hat of the Season.



FOR
MID-SUMMER
WEAR.



Made in good quality of soft
Felt, in Khaki (Castor) color
only. Price . . .

\$18 Per dozen.



As the demand for this Hat is unprecedented, kindly send orders to
Toronto House by telegram or letter at once to secure prompt delivery.

DESIGNED AND MADE EXCLUSIVELY FOR

THE
JOHN D. IVEY CO.

LIMITED

MONTREAL.

TORONTO.

WINNIPEG.

WINDOW DECORATING—Continued.

will stop and look at it, as they would at a big man, a big horse, etc.

Another method is the peculiar and unlooked for arrangement of goods. In this style of window the skill of the decorator is best displayed. To attract attention by massive displays requires but slight power; to attract it by delicate adjustment of light and shade, by skilful imitation of objects, by pretty combinations of fabrics brings into play the artist's best skill and intelligence.

There are many ways of making the windows attractive, but the first and the principal thing is cleanliness and neatness in arrangement. Windows should be changed often, at least once a week, and cleaned from top to bottom each time the display is changed.

Then see that the background will be suitable for the goods to be displayed. This is one of the important parts of the trim. The background is provided for a double purpose: to exclude light from the rear, and to sharply define the outlines of the articles displayed. Such a background, if

One principal necessary to be followed is: never to display goods for sale which you do not keep in stock. When the attention of the customer is attracted by a feature in the window, she wants to see the same thing in stock. If you display a bargain in the window, be prepared to duplicate it on the counters. Use every legitimate means to get people into the store, but once inside do not deceive them.

When the window is arranged for a special sale, it is necessary that there be a liberal supply of those goods inside on the counters, with plenty of price cards and sale announcements.

To produce a good display in the window, simplicity in arrangement, as well as in color, is desirable. It is a safe rule not to display a great variety of articles in the same window, as a complicated arrangement usually appears confused.

In arranging a window for the purpose of getting as much of a show as possible with a few goods, the surroundings should be carefully considered, that is, the background, the light and the distance from the front. As a rule, a thinly-dressed window should be arranged well back from the glass, and, in that case, it must have a strong background to bring it out. A window dressed entirely to the front has no effectiveness as



EASTER WEARABLES WINDOW AT BRYSON, GRAHAM & CO.'S, OTTAWA.

Designed by H. Holinsworth.

judiciously selected, can be made to supply an important color element in itself. No matter what the line of business may be, there is nothing mars a window as much as to merely place the goods without some sort of a background.

In many cases mirrors act as effective backings. They concentrate the light, sharpen the outlines of the articles shown, and greatly increase the size of the window.

Some firms have fitted up their windows with backgrounds of paneled oak, highly polished, at a great expense, and they will not allow the trimmer anything else for a background. To these firms I wish to say they have made a mistake, and it will be well to rectify it. Let the trimmer make his own backgrounds. Natural wood for backings looks too bare. It is like a room without a carpet or with unfinished walls, which mars the effect of nice furniture. It's the same with the window. You may place the finest of goods in such a window and the stationary background will depreciate their looks and values, and will look as if the window had been half trimmed, or that you had not goods enough to finish it.

a whole, but depends for its effect wholly on separate details, for the reason that it has not the necessary distance to give the eye the proper focus. When the trim is withdrawn one or two feet from the glass, the proper focus is obtained, and the eye takes in the display with pleasure, the light being softened and diffused. All the light must come from the front and top, as admission of light from behind completely ruins the effect.

MERCHANT vs. WINDOW-TRIMMER.

Of the greatest importance to the merchant of to-day are his windows, and how they are trimmed. Many merchants persist in hampering the window-man in different ways.

One way is in not giving him a free hand in planning and carrying out his displays. They seem to think the trimmer is not competent to judge what should be shown in the window and how it should be shown. They give him an order to show a certain line of goods and expect him to get the present trim out, the window cleaned and retrimmed in the space of

Always at the Top

TRADE MARK.
W.G.R.

Four
Neights



Medium
Width
BANDS

DONIPHAN
2 INCH POINTS
PALMETTO
2 INCH POINTS
RABBITAN
TOWARD

FOR SPRING & SUMMER
NEGLIGEE.

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,
MANUFACTURERS
SHIRTS, COLLARS AND CUFFS,
BERLIN, ONT.

WINDOW DECORATING—Continued

an hour or two, and then, after the display is in, find fault and criticize the bad points of the trim. Is that justice to the man who is constantly racking his brains for ideas in order to advance the window trims?

In many cases, if the trimmer asks permission to purchase a few nickel stands, he is met by the merchant with a blank refusal. The merchant possibly thinks that as they have got along without them in the past that they can do without them in the future. These merchants do not realize that as their business advances so must the window trims. What is it makes the biggest impression on the public? The windows! Then, why is it these merchants cannot, or will not, see for themselves that they must encourage and not discourage the window-man. How many merchants are there to-day who will come to their window-trimmer and say: you did well? Is it for fear that the trimmer will ask for more pay? Perhaps so.

Would it not be much better for the merchant to have a chat with the window-trimmer now and again as to what to display, etc.? Give him reasonable time to plan and carry out his displays. Keep away from him while he is in the window. Tell him when he has put in a creditable display, and let him know directly or indirectly that you are perfectly satisfied with his work. Point out to him your idea, and if it conflicts with his, do not force him to carry out your idea, as he is supposed to know better what is required (if he doesn't he should not be there)

Lay aside a fund each year wherewith to carry out the window trims, and leave it to the trimmer's discretion what to purchase. If the trimmer knows his business he will use it economically and within the limit. Make him feel you have confidence in him. If every merchant followed out these suggestions I am sure the trimmer's lot would be made easier and it would give him greater encouragement to do his level best towards his employer's interests and the advancement of the business.

H. H.

QUEEN'S BIRTHDAY WINDOWS.

The window of Mr. J. F. Clark's store, Port Hope, presented a very gay and patriotic appearance. Flags were innumerable, while pictures of Lord Roberts and Lord Kitchener were displayed. In the centre was a cannon with two soldiers keeping guard, the Canadian and the Irish Inniskilling, the latter only being distinguishable by his face. The dressing of the window was due to the good taste of Mr. James Clark.

The recent holidays did not pass unnoticed at Whitehead's store in Walkerton. One of the windows showed that somebody in that store possessed considerable originality. It was Empire Day, and the window looked like an armoury. There were eight or ten guns stacked up in the centre, as many swords, large portrait of Her Majesty draped in the national colors, and, back of all, the most attractive display of goods. The window attracted much attention.

A patriotic display made by A. & W. Wilson, Broad street, Victoria, B.C., is worthy of note. A stalwart soldier clad in khaki gazing with a fixed but very defiant expression was the central figure. His right arm was in a sling, while his left hand grasped a revolver. His rifle and several unexploded shells lay at his feet, while a little on one side was a very real-appearing representation of a cannon made from stove pipe. In his rear was the entrenchment, with the barrel of a rifle peeping through an aperture. Altogether, the arrangement was an excellent one, and as original as unique.

A FINE WINNIPEG WINDOW.

The gents' furnishing window, which is reproduced from a photo of a display in the N. R. Preston Co. Limited's store, Winnipeg, has a background of light blue and white-cheese-cloth, pleated and edged with light blue puffing. The diameter of circle is seven feet, and diameter of projection five feet. The projection is dished in the centre, and the display on same is of neckwear entirely, over a groundwork of white and light blue. At each side is a display of men's attire. This tasteful window was designed by Mr. W. Edwards, who does all his own lettering and sign writing.

Another window, showing millinery, proved one of the best ever placed in the store. The background and top were white cheesecloth, pleated and edged with pink, puffed. A harp in the centre was done in white puffing, edged with pink and backed by a revolving sunburst of heliotrope satin. Four large pillars with slab on top, and also an arch, were in white, edged with pink. The window was then filled in with a large basket of artificial flowers, trimmed hats and millinery-trimming materials. This proved most effective. Very few goods are required in a display of this character, and the same background and general arrangement may be used for showing many other lines of merchandise.

LACE FASHIONS ABROAD.

The latest novelties in fancy millinery laces are much sought after, says Nottingham advices to The Drapers' Record. Guipure and cluny nets, laces, and insertions are in favor, and there is a good demand for valenciennes of various kinds—Victoria laces, torchons, point de Paris, and malines. American and heavy warp goods sell freely at enhanced prices. The silk departments do not show much improvement. A few special lines are selling, but there is nothing like the former demand for these goods.

The machinery producing bobbin nets, fine tulle, and mosquito nets remains fully employed, and prices do not show any tendency to recede from the high level hitherto attained; in fact, if anything, they are inclined to go higher. Large quantities are required for export, and there is a fairly good demand for millinery purposes. Stiff foundation nets are very high, with a falling off in the inquiry for them.

Lace curtains, window blinds, antimacassors, and lappel scarves, are moving extensively. Finishers are full of work, large quantities of goods coming from outside places, and prices are higher all around.

Makers of fancy goods, such as caps, collarettes, aprons, blouses, ruffles, and other fancy articles are well engaged, and find employment for a large number of hands. A good business is being done in plain and fancy veilings. Prices are, however, brought to a minimum consequent on the strong competition. A moderate inquiry is experienced for Irish embroidery and everlasting embroidery trimmings. Honiton braids, beadings, and purls are in full average request in white, ecru and butter.

H. C. Cook, woollen buyer for the W. R. Brock Co., Toronto, was married at Brighton, Ont., May 28, to Miss Proctor, and the newly wedded pair left for England the following day. Mr. Cook makes his regular buying trip at this season. Before leaving Toronto he was presented by his colleagues on the staff with a handsome case of cutlery, and addresses of congratulation and good wishes were made by Messrs. Jermyn, Smallpeice and Catto.

“ONE DOZEN”

We have **twelve** travellers exhibiting our samples from the Atlantic to the Pacific, and they carry the largest assortment of **Fancy Dry Goods** shown in Canada. All departments fully replenished for the **assorting trade**.

FALL 1900

They also have a full line of **Jackets, Capes and Underwear** for Autumn and Winter Trade.

SPRING 1901

Don't fail to see our range of **Embroideries** and **Flouncings** for Spring, 1901. They are now being shown by our travellers, and only **early orders** can secure **early delivery**.

LETTER ORDERS SOLICITED.

THE LACE WAREHOUSE OF CANADA.

KYLE, CHEESBROUGH & CO. 16 ST. HELEN STREET MONTREAL.

The Penman Manufacturing Co.

Limited

Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.



Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.

WAIT FOR US

We are showing

"Maritime" Wrappers

in great variety for

FALL SEASON.

Do not fail to see our Specials in **GERMAN**
MOLLETON FLANNEL HOUSE-GOWNS. The
 most complete line shown in Canada.

THE ...

Maritime Wrapper Co.

Limited

Ontario Agent

J. H. PARKHILL

46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.**We Have Made a
Superb Line of
Parasols.**

Buyers are especially invited to
 call and inspect our range at our
 show room,

*20 Front Street West,
 Toronto.*

**The Irving Umbrella
 Company, Limited.**

FOR 1900 FALL

Our Fall Samples are now ready.



23-inch and 27-inch Lyons Dyed Habutai Silks.

20-inch, 23-inch and 27-inch Japan Silks.

Fancy Blouse Silks.

Initial Silk Handkerchiefs.

Fancy Silk Handkerchiefs.

Silk Mufflers.

Windsor Ties.

Our travellers are on their usual routes
 with complete lines of Samples.

K. ISHIKAWA & CO.

Toronto, Canada.

NEW GOODS IN WHOLESALE TRADE.

THE W. R. BROCK CO., TORONTO.

THE W. R. Brock Co., Limited, Toronto, are showing a most complete and varied stock in their print department; comprising novelties in patterns, materials, finish and qualities, these are all meeting with a very ready sale, and as none of them can be repeated merchants interested should take an early opportunity of inspecting or writing for samples, which will be supplied promptly. In the same department they are also showing six qualities of black satanas just received, which, being very scarce in the trade, and in great demand, are selling rapidly.

During the month of June, in order to reduce stock and make room for Fall goods arriving in July, The W. R. Brock Co., Limited, Toronto, propose clearing out a number of odd lines at a very considerable reduction in price. Amongst these are included several ranges of prints, sateens, Canadian and Scotch zephyrs, linen suitings, tartan dress goods, fancy printed muslins, fancy dress goods, etc. All of these lines are new and purchased for this season, and comprise only small quantities of any one pattern or color, and all those who are likely to be interested should see them as early as possible, as they are sure to be picked up quickly.

In their dress goods department, The W. R. Brock Co., Limited, are showing a very large range of the newest styles in fancy blacks, which are meeting with great success, and a very ready sale. They have also lately received a shipment of cardinal, four shades, cashmeres, which are very scarce in the trade, and in good demand. Plain colored sedans are quite active, and of these they have five qualities and complete assortment of colors in each. Colored Japanese silks are asked for daily, and the company are able to supply the demand. Printed foulard silks are very desirable, and the three qualities they are showing cannot be surpassed for value or appearance.

The firm received about two weeks ago a clearing line of printed dress muslins, numbering a little over 1,500 pieces, and of these they have not 500 pieces left. The assortment of patterns and colors is still not badly broken, and it is, undoubtedly, the cheapest lot of the kind offering in the trade to-day; any requests for samples will be promptly attended to.

In linens, they have some interesting lines in cream and bleached damask tablings, napkins, towels and towellings, which can be bought to-day from them to great advantage. They are showing a 32-in. indigo and white, and black and white drill, a heavy domestic cloth, just the beau ideal for boys' summersuits, being a perfect washer and wears like wire. It has been hard to get deliveries, but now they can fill back orders and show a nice range for immediate delivery.

In decoration buntings for July 1, self colors are shown in every desirable shade, which are guaranteed to stand sun and weather—a full range of fancy stripes in a great variety of combinations of colorings. Tricolor buntings in four different cloths to fit every person's purse; plain and fancy styles both for inside and outside decoration. A special line to retail at

5c.; also a range of wool buntings in red, white and blue, and a big assortment of flags by the piece—Union Jacks, Canadians, etc.

They have just secured a few stock lines, which are nicely made and good lookers, to be sold at a tempting price. In bright-finish waist lining, an American cloth to retail at 25c., all staple and fancy shades has proved a quick seller.

Merchants requiring cashmere hosiery will not be fair to themselves if they do not inspect the samples of The W. R. Brock Co., Limited, Toronto, no matter whether they import direct in large quantities or not, as this company placed contracts two years ago for staple lines in plain and ribbed goods, both in hose and half-hose. Consequently, they are in a position to quote prices which will astonish close buyers.

Black and colored fringes are now getting very popular for dress trimmings. This firm have just opened out in black and all colors some of the newest goods at popular prices. They have also just opened out new arrivals in all-over laces and nets, bobbin nets, valenciennes laces and insertions, fancy cotton laces, chenille and plain spot, chiffon and silk gossamer veilings, featherstitch braids, fancy neck ribbons, including a large lot secured by Mr. B. B. Cronyn in the London market at a great sacrifice; red, white and blue ribbons in four widths, also belting.

In cream silk and taffetta gloves there is bound to be a famine, and the merchant who is short can send a post card to the W. R. Brock Co., Limited, Toronto, or inspect samples with their travelers.

As to embroideries, as everyone in the trade knows, they have advanced out of sight and further advances are said to be as sure as Roberts' advance to Pretoria. The W. R. Brock Co., Limited, are able to quote most interesting prices.

The month of June always creates a demand for parasols and sunshades. The assortment shown is all that can be desired, the handles being all the latest novelties and fads, the cloth durable and good value.

In men's furnishings, never have this firm shown such a large assortment of regatta and negligee shirts. They are offering them at interesting prices, having bought early. This also includes working shirts, overalls, smocks, etc., for which they placed orders, fully 3,000 dozen, in June, 1899, for Spring delivery. White shirts, dressed and undressed, can also be supplied on the same favorable terms. There is now in stock a full line of plain and fancy jerseys and sweaters for men and boys. The merchant should see that the municipal by-law, to prevent men and boys bathing in Nature's robe, is enforced. The W. R. Brock Co., Limited, have a supply of trunks and bathing suits, and you will find a good demand for them.

K. ISHIKAWA & CO.

K. Ishikawa & Co. now have in stock a good assortment of 20, 23 and 27-inch Japanese silks in all colors. They have just added a new stock of 23-inch goods in all the latest colorings. Their black and white silk stocks are now complete, as they have received two shipments from Lyons, France. They state that sales of black and white silks have materially increased since Easter, and that they have sold an unusual quantity of white and black Habutai silks. Their stocks of tuscan, the leading millinery color, is well assorted in different grades. This firm have also received a shipment of khaki silks from Yokohama, which will be very suitable for blouse and dress purposes. Fancy corded stripes and plaids are included in this new lot.



Why
"Alaska"
Down Quilts?

BECAUSE
They are the best.
Cost no more.
Every one guaranteed.

Keep your order for us.

Down Quilts.



K. Boissevain, Secretary, 301 St. James St., Montreal.

J. M. de Booth Kemper, 301 St. James St., Montreal.

James W. Woods, 75 Queen St., Ottawa.

J. H. Parkhill, The Arcade, Toronto.

J. M. Macdonald, McIntyre Building, Winnipeg.

S. E. Hue, Oxford, N.S.



The Alaska Feather & Down Co., Limited

301 St. JAMES STREET = Corner Victoria Square = MONTREAL



Go Over Your Stocks Now.

Both returned to factory
no Robertson
by a D.
AFTER the rush of the Spring business is a good time to look over your stocks of Dress Goods. You will know what lines are hanging and will be able to take out pieces that have become shelf-worn, or faded.

Don't leave this work until the Fall is near. Send the goods at once to be dyed some good staple or fashionable color. You will get them back promptly and then you'll know just what you have in good, salable stocks on your shelves which customers may want now.

- We are pleased with ourselves because customers
- are pleased with the work we are doing in
- dyeing, cleaning and curling feathers and plumes.
- We are money-savers to the milliner as well as
- to the dry goods man.

All correspondence receives prompt attention. Your parcels should be sent direct as below.

R. PARKER & CO.,

DYERS AND FINISHERS

Head Office and Works, 787-791 Yonge St., TORONTO.



THE
Watson, Foster Co., Limited

ARE PREPARING FOR 1900-01
THE STRONGEST LINE OF
WALL PAPERS YET OFFERED

OVER ONE HUNDRED
NEW, ORIGINAL AND
EXCLUSIVE DESIGNS

SELECTED WITH JUDGMENT
AND COLORED WITH ARTISTIC
ABILITY OF HIGH ORDER

WHICH WILL NOT ONLY INTEREST
BUT COMMAND ATTENTION
WHEN COMPLETED IN JULY.

MONTREAL, 1 JUNE.



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President, JOHN BAYNE MACLEAN, Montreal.

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MONTREAL AND TORONTO, JUNE, 1900.

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 PLEASE MENTION THAT YOU SAW
 THEIR ADVERTISEMENT IN THIS PAPER**

THE COMING SEASON.

MERCHANTS are naturally anxious to know beforehand what the tendencies are likely to be both in style and in price. We have had a conversation with a careful buyer, of long experience, who crosses the ocean always twice a year and whose opinions strike us as well worthy of reproduction. He spoke very candidly on the subject of price. He pointed out that the Canadian buyer must not allow himself to be affected too much by any reports of diminished prices for high-class wools at the English sales. The Canadian buyer, he pointed out, was not being asked to pay for the finished fabric anything like the price which the wool quotations would justify the wool manufacturers in asking. In other words, the market could still sag a little without the slightest effect being produced on the market for made materials. Some English authorities, he went on, believe that the May wool sales would show a

return to December prices, others again anticipated a slight decrease, but a well-posted man on wool felt positive that prices, after the May sales, would stiffen and remain firm at least until the end of 1900.

The Bradford trade has been very fair this season, and dress goods manufacturers are well pleased with their sales to the Canadian market, for, although our market is a small one, there can be no doubt that the lower rate of duty is going to considerably augment the exports of the new fabrics to Canada. These new materials, for instance, which are being made from colonial cross-bred wools, are not only fashionable abroad, but are likely to do well here.

"In London, in the West End shops and in the parks, it is tweed effects everywhere. I noticed in fashionable places like Peter Robinson's, Swan & Edgar's, Jay's, and other places of that kind, that tailor-made costumes run mostly to tweed effects, which are, of course, mostly seen in the new pastel shades. One of Robinson's windows, for instance, was a Wedgewood window. The word Wedgewood was brought out in the same effect that is shown in the famous china of that name, and the whole window was a mass of blue of that particular shade. But the pastel shades, fashionable as they are for high-class and city trade, cannot rule in this market to the same extent as they would in centres of fashion like London and Paris. Speaking of Paris, what strikes a Canadian buyer is the startling and bright fabrics now being shown, such as zibelines, which you will find in all sorts of combinations, in enormous checks, etc. The less pronounced of these fine goods will probably make their way to Canada, but the more brilliant patterns would never do here. These fabrics are of the camel's hair variety. The more hairy the effect, apparently, the more popular, and they are quite heavy enough in weight for Canadian Autumn and Winter trade, providing the pattern suits. They are made both in plain and fancies. If one can predict in exact words the general trend of affairs it will be both a plain and fancy season. I think fancies are recovering their ground and that next Spring it is quite possible they may resume their former position. As to color, you see cardinal everywhere, and it is quite possible that cardinal, or some other shade of red with a new name, will be the prevailing color for next Autumn and Winter. I would be disposed to rank blue, purple, etc., after red in the order of precedence. Green seems to have subsided for the present."

We learn from the same authority that the linen market has been extraordinarily firm and that Canadian buyers, except in a very few instances, have been unable to get their favorite lines repeated at old prices. This is deemed due to the great scarcity of flax. One Canadian buyer told our authority that he had been trying to buy some Russian crash and was assured that if he wanted any it had better be bought at once, as there would be none in the market next season, because the Russian peasants who make it found they could do better by selling their flax this year than making it into material, and, in consequence, very little would be produced.

PROTEST FROM THE WOOLLEN MEN.

DURING the past month, two deputations representing the Canadian woollen manufacturers have waited upon the Dominion Government at Ottawa with reference to the duties on woollens.

On July 1, the new preferential clause of the tariff takes effect, reducing the duty on all British woollen goods to 23½ per cent. This, the Canadian manufacturers feel, is an inadequate duty considering the present state of the industry and the prospects of competition from low-class British fabrics made largely of shoddy. This class of stuff is not produced in Canada, the machinery and labor in use not being adapted to its production. It is not, in fact, considered a class of material which should be used, because the quality is poor and the fabric not durable. It is against the shoddy goods, and not the finer classes of woollen fabrics made in such perfection in Great Britain, that our manufacturers protest.

The advent, during the past 20 years, of cheap, durable Canadian tweeds made a revolution in the clothing trade. Formerly our clothing manufacturers imported cheap shoddy fabrics which put the clothing industry on a certain basis. To-day that is changed. Our clothing-makers are using durable Canadian cloths and their clothing is in much vogue and of excellent standard.

The woollen industry in Canada is an important one. There are said to be \$15,000,000 of capital invested in it, and the number of people employed in the various mills throughout Canada is about 12,000. Upon the invested capital, it is said, not more than 2 per cent. has been earned for years past. Internal competition, as everyone knows, has been severe, and any combination to maintain prices has been impossible. The welfare and maintenance of this industry is purely a business question, and from that standpoint alone it should be dealt with.

The Government, it is understood, decline to move from their intention to apply the extra preference to the woollen industry, which may suffer in consequence.

LONG HOURS AND QUICK SHIPMENTS.

The strike of the cartage companies' employes in Toronto during the past month has drawn forth some criticism of the long hours which the men complained of. They said it was long after 6 o'clock in the evening before they could get their drays loaded up at the various wholesale houses, so that by the time they reached the freight sheds and discharged their loads half the evening was gone. Those who are aware of how business is conducted at wholesale warehouses in the city know fully well that it is no fault of the firms in question if work is not promptly suspended. These concerns, as a body, set a notable example in the matter of short hours to employes. In shipping goods, however, they are dependent entirely upon the hour at which their customers come into the warehouse to buy. One merchant will visit the wholesale warehouses in the morning, complete his purchases, and the parcel is easily despatched the same day. Another merchant will keep going

around the warehouses the best portion of the day, and then, about 4 o'clock p.m., he will fix upon his choice, and demand that the goods be despatched without fail that night. Then, there is always the disposition amongst travelers to promise goods at the earliest possible date. This is right enough. But it means that the wholesale houses are detained very often to a late hour in obliging out-of-town customers.

EFFECT OF A FAILURE.

MANY traders seem to be unable to grasp the real significance of the recent failure of Price, McCormack & Co. at New York. Because the firm in question were largely interested in raw cotton, they assume that their difficulties will be apt to affect the actual market price of the product.

There is absolutely no ground for this reasoning. The insolvent firm were brokers, who were dealing speculatively in cotton, and, far from their trouble leading to a drop in the market, one of the main reasons for their failure was the fact that they were heavily short of the market, and found it impossible to cover their contracts before the price had run up to a figure which caused their suspension.

As a matter of fact, speculative dealings on the Stock Exchange, for strong reasons, cannot affect the price of cotton for some time to come. Chief in this respect is the absolute unreliability of any estimate of the new crop until the end of November at the very least. Accordingly, prices in regard to new crop of raw are largely guesswork, and can have little or no bearing on the market for the finished material until information of a definite character is available.

Then, all reports agree that the mills not only in the United States, but in England, have orders booked ahead for cotton fabrics for at least four months, and everything points to the maintenance of stability in values.

BRITISH GENEROSITY.

The interest and concern shown by British houses in the disastrous fire at Ottawa last month is very gratifying to the people of Canada. The calamity has been a very serious one, but its features have been alleviated by the generosity and kindness of the people all over the British Empire.

For example, the great English silk manufacturers, Lister & Co., Limited, have written to their Canadian agents, H. L. Smyth & Co., in the following terms:

"We were extremely sorry to hear of the disastrous fire in Ottawa, and, as the mayor of Bradford has opened a fund in aid of the sufferers, we have shown our sympathy in a practical manner by subscribing £100." This handsome donation is a practical evidence of the real sympathy felt by Englishmen towards our Canadian people.

Thomas Adams & Co., Limited, of Nottingham, who are also represented in Canada by H. L. Smyth & Co., have given £100 sterling to the Ottawa Relief Fund. This is gratifying proof that the sympathy of the Old Country expresses itself in something more practical than words.

THE EXCHEQUER COURT CASE.

WE consider the settlement of the case of the Crown vs. Fitzgibbon, Schafheitlin & Co. a serious mistake. Due regard must be had, of course, to the opinions of the judge and the legal advisor of the Crown (the Deputy-Minister of Justice), who appear to have thought the settlement a satisfactory one.

From the legal standpoint their views may be sound, but we have also to consider such matters as these from a much broader view; namely, as a matter of public policy and of the highest commercial morality. It may be right enough for lawyers to give weight to considerations of cost, of time, of the uncertainties of proof, etc., but the commercial community believe that where fraud is charged in Customs cases the question should go into open court and be carried on to the end.

A Government is not in the same position as a private litigant. It is not obliged to stop a lawsuit for monetary reasons. A man often submits to injustice, because to fight it out would run him in law costs. Not so a Government. In this case the honest importers had a right to count upon the proceedings being carried on until the whole evidence came out and the full penalty could be either inflicted, or not, as the facts would warrant.

As the question stands now, we do not find that the result has given satisfaction to anyone. The following view of The Montreal Gazette may be said to voice the trade feeling:

The arrangement of the case of Fitzgibbon, Schafheitlin & Co., which has been taking the time of the Exchequer Court this week, will not do what counsel claimed—"meet the ends of justice and be satisfactory to all persons concerned." Not for years has any legal case attracted in mercantile circles the attention drawn to this. The amount which the revenue would appear to have been defrauded out of was of less consequence than the trade interest in having the example made of those guilty of obtaining through Customs undervaluation an improper advantage over their competitors. Considerations of broadest policy required that the case should have been pushed to a conclusion, whatever it might be.

STOCKS AS SECURITY.

THE bank suspensions of last Summer have suggested the wisdom of amending the existing Canadian Act, and a bill is now going through the House of Commons with that object in view. The measure is one that should receive the attention of all commercial men, who are much interested in banking legislation of any kind.

Some suggestions were made in committee which interest woollen manufacturers as well as others. It was pointed out that banks now can, and do, make advances on goods in a maker-up's hands that the manufacturer has not been paid for. There is no official record of this transaction that the manufacturer can get at. If the customer happens to become insolvent the bank claims the goods as security, and the manufacturer is out.

It was pointed out that a clause might be inserted in the banking law by which the bank in such cases should be obliged to notify the original vendor, so that he would know the financial position of his customer. This 'does' not seem an

unreasonable proposition. Supposing the boot was on the other leg, and the manufacturer could seize a bank's security without the bank being able to know of it, would there not be a demand for a change? The suggestion was also made that in such cases the original vendor could pay off the bank and take its place as holder of the security. The first proposal was offered as an amendment in committee by Mr. B. Rosamond, M.P. for North Lanark, who thoroughly understands the whole question. The committee, however, did not adopt the motion.

It does not appear that any single commercial interest has the weight with Governments that the banking interest has. The latter is, without doubt, a very able and valuable factor in our financial system, and its well-being is a matter of concern to all. But that is no reason why the merchant and manufacturer should not also secure a fair hearing from Parliament when amendments to the existing law are under consideration.

BRITISH IMPORTS BACKWARD.

The fact that the new tariff goes into effect on July 1 is having a deterrent effect on the importations of British goods at Montreal. All the houses that can do so are only bringing out what goods they are actually compelled to bring in, as they naturally want to get the benefit of the three per cent. additional that the new scale of duties on British goods is equivalent to. This condition of affairs is likely to prevail throughout June also. Montreal travelers, it may also be remarked, will go out on the 1st of June with samples of Fall goods.

MAY TRADE IN MONTREAL.

According to the Montreal houses, the movement of business has been seriously interfered with by the cold, unseasonable weather that has prevailed throughout May. At many points in Ontario and Quebec, according to mail advices, stocks of Summer stuffs have not been broken into at all, whereas this time last year trade was progressing quite actively. This backward condition is also reported to a great extent in the Maritime Provinces, but in Manitoba, the Northwest and the Pacific Coast business has been, if anything, more active than it was last year. It is satisfactory to note, however, that payments in May were very good, all the Montreal houses called on reporting returns of from 80 to 85 per cent. which is quite a high average.

ONE AGENCY FOR LINEN THREAD.

Before the end of the present year it is understood that all linen thread sold in Canada will have to be bought through one agency in Montreal. This decision on the part of the British Linen Thread Combine naturally means that several well-known Canadian manufacturers' agents will lose their linen thread business. The intention of the syndicate, which has recently bought out all the British linen thread factories, is to sell their goods under the same system as cotton thread. There is to be a central agency with a Canadian manager, and travelers covering all districts in Canada.

Hat, Cap and



Fur Trade.

The Canadian Trade.

Now that warm weather has come the sales of Summer headgear will come with a rush, as so far retail trade has been moderately active. The straw hat is in favor this season, as can be seen by the number already worn. According to importers, good orders have been placed for black stiff hats for Fall trade, and fair orders for colored hats.

The Canadian manufacturers are showing Fall styles modelled after both English and American shapes, embodying some of the features of both. One complaint made by large hat dealers is that the Canadian makers do not show a sufficient range of prices. The Canadian hat is usually neither a very cheap nor a very expensive one, but of moderate price, and, on this account, it is claimed by some, they miss some trade they might otherwise do, because in actual values and finish no complaint can be made.

The Situation in Furs.

There is a lull, for the moment, in the upward tendency of skins, and shrewd Canadian buyers are watching the situation closely to see what it portends. It is doubted in some quarters whether prices of skins will go higher, and one buyer reports that in a specific case he paid a small advance for astrakhans, where the European holder wanted a very large advance. The Canadian buyer stood firm, however, and finally got the stuff at a reasonable advance. It is, therefore, questionable whether the small dealer will find it safe to load up too heavily with skins at the present high figures, when, by waiting, he may take less risk. But he is the best judge of his own local trade, however, and doubtless knows how much he can handle. With a continuance of prosperous times in Canada this Fall, no doubt the fur trade in garments will be excellent.

Pelagic Sealing Catch.

The Canadian seal fishery in the Pacific Ocean, in the season of 1899, according to the official reports just issued by the Canadian Government, was of so successful a nature as to warrant the authorities at Ottawa in protesting against the adoption of stricter precautions in connection with the seals of Behring Sea.

The total Behring Sea fleet of 1899 consisted of 26 vessels, representing 1,894 tons register, with crews of 213 white men and 587 Indians, with 68 boats and 285 canoes, and the total catch was 34,454 skins, augmented by an Indian catch of 892 on the coast. This total Canadian seal catch of 35,346 is larger than that of 1897 and 1898 when 41 and 35 vessels, respectively, were engaged in it.

Of the 26 vessels engaged in the industry last year, 20 operated on the British Columbian and Alaskan coasts, while these same 20 and others operated in Behring Sea, and only one on the Asiatic side.

The coast catch was 10,471, the Behring Sea catch 23,284, the Asiatic catch 689 and the Indian catch 892.

From 1892 to 1896 there was an average of over 60 vessels annually engaged in the sealing business. In 1896,

64 vessels secured only 53,234 skins, whereas in 1891 51 vessels secured 50,437. In 1897 the fleet dropped to 41 vessels, securing 29,342 seals, and in 1899, as already stated, 26 vessels secured 34,454 skins, exclusive of the Indian and shore catch. The statistics show that in the whole history of the Canadian pelagic sealing business the average catch per vessel of the year 1899 has been surpassed only twice, namely, in 1890 and 1894, and in no other year has it been at all closely approached. In 1890 the average catch was 1,357 per vessel, in 1894 it was 1,533, and in 1899 it was 1,325. The phenomenal catch of 1894 was principally taken on the Asiatic side, and its high average cannot, therefore, be attributed to what has been called the Pribyloff herd of seals. Nowadays the sealers have almost ceased exploiting the Asiatic waters, and are confining themselves to the North-American waters of the north Pacific Ocean.—New York Cloaks and Furs.

Australian Fur Skins.

With reference to Australian furs, Wilcox's Review of recent date contains several interesting particulars. It states that rabbit skins, which have been on the downward grade as to price during the last few months, with the approach of Winter are taking a turn for the better, and fairly high rates may be looked for, especially as supplies are likely to be small from New South Wales.

The skins which interest the Australian fur trade most are kangaroo and wallaby skins, sheepskins, opossum, rabbit and bear. The report states that moderate supplies of grey kangaroo and wallaby are available, and that Queensland is supplying a fairly large quantity of reds. The prices of these skins show no present upward tendency, as they have to be exceedingly well taken care of to fetch high prices. Only very large kargaroos with skins weighing seven pounds per dozen and upwards, and wallaby of four pounds per dozen and upwards, should be shot, while the animal should be killed by either ball ammunition or trapping.

Electricity in Hat Making.

Following the perfected process of forming, the work of making a finished hat consists of alternately sprinkling and ironing the felt, at the same time shaping it to the form of a finished hat. It is in these processes of shaping and ironing that the electrically-heated tools have been found of such great advantage. In the factory of The Berge Co., New Jersey, a plant for utilizing electricity in hat-making has been installed.

The installation is one in which a combination is made of electrical and other systems of heating and power transmission, so as to enable the greatest possible utilization of all the heat units of the coal burned under the boilers. The power plant consists of three boilers, each of 225 horse-power capacity, and a main engine of the Corliss type, of 420 horse-power. A supplementary engine of 75 horse-power is directly coupled to

OUR TRAVELLERS are now on the road with a full line of Fall Samples. Be sure and see them before placing orders, as they are THE BEST VALUE offered to the trade this season.

EDGAR, HATS and FURS.

CORISTINE & CO.

517-519 St. Paul St., MONTREAL.

Successors to GREENE & SONS COMPANY.

IN FURS

We are experiencing a very heavy demand for **Fancy Caperines** in combination fur.

Astrachan Jackets in 22-inch and 25-inch lengths are having an enormous sale, and are certain to prove ready sellers.

Early orders mean **first choice** and **prompt delivery**. The thoughtful merchant will recognize this and anticipate his requirements in good time.

IN HATS

Our stock is still complete in all the most desirable lines. We are experiencing a brisk demand for Tan and Terra Stiff Hats, which we have in the newest shapes. Full stock of Straws. Letter orders executed promptly.

James Coristine & CO., Limited

(469 to 477 St. Paul St., MONTREAL.



Storey's Manufactures are Standard for Excellence of Material, Fit, Style, Workmanship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.

For Spring and Summer Trade.

W. H. STOREY & SON

(The Glovers of Canada)

ACTON, ONT.

a direct current dynamo of 50 kilowatt capacity, while a larger dynamo of 150 kilowatts is belted from a shaft driven by the main engine. An elaborate system of hot-water heating is installed all over the factory.

The machines for pouncing or grinding off the surface of the finished hats with fine sandpaper, for drying, shaving, ironing, curling the brims and sewing hats, are all driven by electric motors from the main current supply. About 800 incandescent lamps and 20 arc lamps are also attached to the same mains, while over 300 electrically-heated tools are also fed from the electric current supply. So accurately has the balance been established between the power supplied and the heat demanded that the exhaust of the engines is used the year around in heating water-drying furnaces, etc., and the heating of the building itself during the Winter is accomplished by means of live steam from the boiler.

The manufacture of stiff or derby hats is practically identical with that of soft felt hats, except that at a certain stage when the felt has been given its finished form it is saturated with an alcoholic solution of shellac, dried and baked at a high temperature. This produces the hard, elastic form of felt which is so familiarly known. Electric heating has also been applied with great success to the manufacture of straw hats.—New York Electrical Review.

A Hatters' Union.

The convention of the United Hatters of North America, in session at the University Settlement building, New York, reelected the officers that have been at the head of the organization for the last four years. Secretary Phillips has held his office for 20 years.

The convention decided to hold conventions once in three years, instead of once in four years.

The national assessment of one-half of one per cent. was increased to one per cent.; one half of the amount is to be laid aside as a defence fund, to be used in cases of strikes, turnouts, lockouts, etc. One hundred and fifty dollars was denoted to the striking cigarmakers of New York City.

It was decided to keep a certain number of men on the road, traveling from point to point, agitating in favor of the union label.—N.Y. Hat Review.

A Good Sealing Season.

With the return of the last sealing schooners to British Columbian ports from seal-fishing in the Pacific waters, complete reports of coast-hunting are secured. The total catch for 34 schooners was 15 000 skins. Last year's total was 10,472, with but 19 vessels engaged. There have been no serious mishaps this season, and owners are so confident of good prices that all will ship to England, taking chances on the results of the big London sales.

Hat Trade Notes.

Cummings & Sellers, Toronto, are now located at the corner of Yonge and Louisa streets, where they have an excellent show-room, one of the finest in Toronto, with fine light and down-to-date fittings.

Canadian hat buyers who visit England annually to place orders leave early this month for their trip.

G. C. Johnson, representing James Coristine & Co., Limited, Montreal, has been out calling on the British Columbia trade.

A. A. Allan & Co., Toronto, anticipating a large demand for black hats, have arranged to get deliveries early in July, and thus will be ready for dealers running short of English hats.

We are headquarters for the now popular

KHAKI SERGE

Oxford Mfg. Co., LIMITED
OXFORD, N.S.

NISBET & AULD, TORONTO AGENTS.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

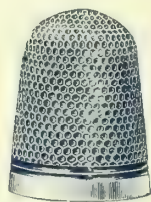
Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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505 Board of Trade,
MONTREAL.

26 Front St. West,
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Design A.

DORCAS THIMBLES

(Horner's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

H. PEARCE

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Design K.

SPRING STYLES

INTRODUCED BY

**BUCKLEY & SONS,
LONDON.**



W.D.&Co.
MONTREAL

FOR
STYLISH
DRESSERS.

Largest and most complete assortments of Felts and Straws in the trade.

Letter Orders will have our prompt and careful attention.

WALDRON, DROUIN & CO., **MONTREAL**
SOLE AGENTS FOR CANADA.

NEW GOODS IN WHOLESALE TRADE.

JOHN MACDONALD & CO.

JOHN MACDONALD & CO. report that the May trade in carpets has been very good, and that travelers are now on the road with their new range for Fall. Imported goods will be delivered in July and Canadian goods in June. The Fall range contains several novelties in each price, and is, on the whole, superior to last year's; not so large, but more select. The department is showing a large range of linoleums bought for Fall at the old prices, a quantity of which are already to hand. Their present stock of linoleums is well assorted, from the cheapest to the newest inlaid.

In Swiss curtains, quilts and covers the stock is fully assorted, repeats of all their popular selling numbers of lace curtains having been made at the old prices, notwithstanding the 25 per cent. advance in these goods.

In Summer underwear, John Macdonald & Co. are conducting a big sale at present of every kind and quality for men. This includes balbriggans, merino, natural wool, mercerized cotton and plain union. Every line is shown at the old prices, and there is a full range as to size, quality and price. A big sale of black cotton half-hose with natural wool feet is now going on, and the trade will find an inquiry of value to them. A big range of handkerchief ties for ladies is being shown. A new special line of bathing suits in blue, with balbriggan finish, is one of the current attractions.

The range of belt buckles in enamel, jet, gilt, steel, etc., and pulley belts is very large; the latter are shown in silk, satin and leather. Mercerized cotton handkerchiefs, hem-stitched, with small Union Jacks on the border are very good for present trade when the patriotic feeling is on.

The dress goods department of John Macdonald & Co. is showing a splendid range of pique and welts, plain and figured, to retail at popular prices. A line of piques, to retail at 10c., can be had. Also a range of embroidery and insertions, a supplementary shipment of which was received not long ago. A job line of embroidery all-overs, which are so much in demand this season, are now being sold. A further shipment of valenciennes lace and insertions has been received.

In silks, the house are showing a magnificent range of Summer silks in plains and stripes, for blouses, etc., to retail at 50c. A further shipment has been received of white and cream Japanese silks which are always scarce goods when the warm weather sets in. The stock of Summer-weight cashmere hose is complete. Mention is also made of the range of prices in black and white satins, plain and figured, taffeta silks in white and cream, which are all the rage in New York for blouses; also a special line of white lawn blouses trimmed with white insertion, to retail at \$1. There is a complete range of white and cream taffeta gloves.

In woollens, a number of clearing lines, of great interest to the trade, are as follows: 54 inch tweed suitings, 54 inch blue and black serge, 27-inch Canadian tweeds, several 27-inch colored italians and 40-inch fancy silesias, and several clearing lines in fancy worsted trouserings. Regarding Fall trade, orders to date are fully up to last season, and the firm are showing a large range in fancy worsted suitings and trouserings in Scotch, English, and Canadian goods. Also a range of Belwarp stripes, suitable either for trouserings or suitings. The range of overcoatings comprises the newest fabrics in naps,

meltons, beavers, and grey cheviots. Quite a feature in this trade now are ladies' costume fabrics, and a large range is being shown in homespun effects, cheviot makes; also plain boxcloths and broadcloths. For ladies' mantles, a large range of beavers and curl serges and black figured effects are shown. For ladies' skirtings, a nice range of checks and 54-inch colored friezes is being shown. The new khaki shade in serges and worsteds, either in ladies or men's wear, can be had.

WYLD-DARLING CO., LIMITED.

In their staple department Wyld-Darling Co., Limited, are offering some extra good values. They have a special line of black brocaded mercerized sateens; also plain and twill sateens to retail at 25 and 30c. In light-ground Summer prints and navy and red drillets, they are showing a big range of choice goods. They have some grey and white cottons for present delivery at prices which cannot be offered more than a month. In shirtings, two lines are shown at old values which will only be maintained while present stocks last.

In the woollen department, a large business is being done in light materials in light colors in worsteds and homespun, which are preferred to linen and duck by shrewd buyers, as they are porous, which is not the case with the latter goods when starched. There is also a steady demand for blue serges in light weights and light shades.

In the dress goods and curtains department, the demand for lace curtains is specially good. They have in stock at present a large and well-assorted range, including some excellent values to retail at 25c., 35c., 50c., 75c., \$1 and upwards. The dress goods in present request are Victoria lawns, spot muslins, organdie muslins, India linens, nainsook muslins, etc. Black lustres are selling freely, both in plain and figured. In coating and pique twill serges, in navies and blacks, they are showing some exceedingly good values. The principal feature of the linen department is linen crash suitings suitable for skirts. These goods were very popular last year, and are likely to be much used again this Summer. They are shown in tints and natural colors, and in plain and fancy weaves. In this department there is also a magnificent range of samples of fancy handkerchiefs for Christmas trade. These were bought last November at 15 per cent. below last year's prices. The sales of these goods to date have been exceptionally large. In fancy linens, a large range of 5-o'clock tea covers, sideboard drapes, tray covers, pillow shams, etc., are offered at prices of interest to early buyers.

In the smallwares department, many specials are offering. In ladies' collars the great seller of the season is the "LX," a stock shape, scooped in front, being comfortable and of stylish appearance. A job line of chiffon bows is offered in assorted colors to retail at 20c. Lace ties are the fad this season, the most popular being lines to sell at 25 to 50c. each. Some exceptional values are offered in Hermsdorf dye, full-fashioned cotton hose, to retail at 25 and 50c. Two of the most popular lines are No. 20, black, with Maco split soles, and No. 30, black, with natural wool split soles, both to retail at 25c. The latter line is meeting with great favor. In cashmere hosiery this firm are still able to offer their customers values below the market, as they placed large contracts before the advances. Their most popular lines are Nos. 35, 37 and 72, all of which have extra spliced knees.

In ladies' underwear, their stock is completely assorted in all prices, to retail at from 5 to 25c., with half sleeves or sleeveless. In fancy goods, their pulley belts, pulley buckles and dog-collar belts are having a big run. In ribbons, black velvets, with either cotton or satin backs, are selling freely.

KIRK'S PATENT**HAT AND CAP RACK**

IS GIVING GREAT SATISFACTION.

Out of the many testimonials we have received, we submit this one for publication :

DESERONTO, ONT., April 10, 1900

E. J. KIRK, Esq., Bracebridge, Ont.

Dear Sir,—Please find enclosed express order for the amount of eight dollars (\$8.00) in payment for Hat Rack got from you. It was just what I wanted, and I could not do without it now.

Yours, very truly,
JAS. BUCHANAN.

E. J. KIRK,

MANUFACTURER...

BRACEBRIDGE, ONT.

THE EMPIRE CARPET CO.**FALL 1900.****New Samples..** **Now Ready**

Magnificent range of—

New Designs and Colorings
at Unequalled Values.

WAIT FOR OUR TRAVELLERS.

THE...

EMPIRE CARPET CO.

ST. CATHARINES, ONT.

Special Offer for June**The Standard Electrotpe Co.,** Wilmington, Del., U. S. A.

Until July 1st we will send, prepaid, Electrotypes selected from our proof-sheets at the following prices :

Less than 10	-	20 cents each.	From 25 to 49	-	18 cents each.
From 10 to 24	-	10 cents each.	From 50 to 99	-	17 cents each.
100 or more 16 cents each.					

Remember, the above prices include the payment of postage or expressage to your place of business

SEND FOR CATALOGUES.

You can double your business if you illustrate your advertising.
Think it over and write us.

Half-Tones, Zinc Etchings, Electrotyping and Stereotyping.

Address, **Standard Electrotpe Co.,** WILMINGTON, DEL., U.S.A.

CARPETS, CURTAINS AND WALL PAPERS.

IDEAS FOR SUMMER TRADE.

IN furnishings for Summer houses everything must be durable to withstand the wear and tear that comes during the Summer more than during the other seasons of the year. And lastly, as many of the furnishings as possible must possess the qualification of being good washers, because of the dust.

Dainty embroideries and filmy laces are totally out of place in the Summer cottage. One of the imported novelties for use during the Summer combines the three essentials. It is an embroidered table cover. The material used is thick bolton cloth that much resembles unbleached sheeting, only it is heavier and firmer. On it is traced the design of a conventionalized sunflower, with leaves and scrolls, the total effect being decidedly Oriental. The flower used in the design varies in different cloths, just as do the colors used in the embroidery. The colors are but three, a deep red, a navy blue and a cadet blue. One table cover may be embroidered in the red alone, another in the darker shade of blue alone, or even in the lighter shade. Most of them show combinations of these colors. The work is all done by Hungarian peasant women, who have for years been in the habit of fashioning these cloths for their own use. Now they are proving acceptable for cosy corners as well as for Summer houses. Every detail of the work is done by hand, from the tracing of the pattern to the putting on of the cotton embroidery.—Upholstery Trade Review.

CANADIAN WALL PAPER IN THE UNITED STATES.

We notice the following in Wall Paper News, of New York, with regard to a well-known firm: "The Watson, Foster Co., Limited, of Montreal, Canada, had a very successful season; no dried color boxes, no material for which they had not immediate use. Meritorious designs, and a straightforward, business-like treatment of its clients have placed the company among the most progressive manufacturers of wall papers, and the line offered last season was phenomenally large, containing 136 new designs, selected and colored with judgment and ability. It was a strong line, full of character and individuality. The equipment of The Watson, Foster Co. is such that an export business is necessary to fully employ it, which is one reason why they are friendly invaders of the American market, where the line has been offered with results that seem to have been satisfactory to the company and their customers this side of the line.

"The management promise a strong line for 1901, and look for larger sales and a higher average. An increase in the staff on this side of the line is in prospect."

ALL ALIKE.

If you wish to sell goods, you must, of course, appeal to the selfish interest of your customers. Show them how to make money and you interest them. Show them the goods that they feel that their customers require and must have, and you are sure of good fat orders. This has been the principle acted upon by Messrs. Geo. H. Hees, Son & Co., who offer to their

customers quick-selling goods, the pick of the market, and their customers find it to their interest to handle goods that are either manufactured or controlled by them. Messrs. Hees, Son & Co.'s travelers are now starting out for Fall orders, and to let their travelers show you their lines would prob-

ably be the means of your placing orders with them. They manufacture a large line of goods that afford to the retailer large profits. See their advertisement on page 43.

MATTINGS ARE NOW STAPLE GOODS.

The trade in Japanese mattings continues to grow. There are two houses in Toronto which make a special feature of importing Japanese and Chinese mattings, R. J. Mitchell and K. Ishikawa & Co. The latter house inform THE REVIEW that the call for these goods this season has been considerably larger than ever before. A number of wholesale houses also carry mattings, and have done a very satisfactory trade in them this year. The use of these goods has, in fact, been so extended that now well-to-do people use mattings for their houses for the Summer, while for general use they are growing in favor. They can well be counted a staple article in the carpet business, and dry goods and carpet houses should all carry a range of them.

THE CARPET TRADE IN THE UNITED STATES.

In its reference to the Autumn trade in carpets, The New York Carpet Trade Review remarks, "The Fall lines of tapestries, velvets, moquettes, etc., will be ready for buyers May 28. Prices are firm and advances are probable in some grades.

"Some of the manufacturers of brussels and wiltons and all the ingrain makers have their new lines on view now.

"The Fall price list of Lowell extra supers is 57 1/2 cents, and the Fall prices of Hartford and best Philadelphia makes of extra supers will, doubtless, show a relative increase.

"The Fall season opens later than usual and this seems to suit the trade, the general opinion being that it has hitherto begun too early. This year the backwardness of retail business has also had much influence toward delaying the opening.

"Whatever ideas buyers may entertain through present conditions of retail trade may as well be dismissed from their minds, for they cannot affect the price situation. That is due to the increased cost of making goods. Manufacturers were kept very busy last season supplying the demand for goods, but the prices secured were far too low to be satisfactory. Now at the opening of a new season they are compelled to recognize in their price lists the higher cost of all the raw materials used in the making of floor coverings."

IN THE MONTREAL DISTRICT.

The popularity of the warehouse and offices of Messrs. Geo. H. Hees, Son & Co., at No. 43 St. Sacrament street, Montreal, is shown by the constantly increasing business done there. This warehouse was established for the convenience of dealers in upholstery goods, lace curtains, etc., so that their orders could be filled promptly right on the ground. And, furthermore, as their new upholstery plant at Valleyfield is in such close proximity to Montreal, and, as new ideas in goods are being constantly put upon the market, it is the right thing

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



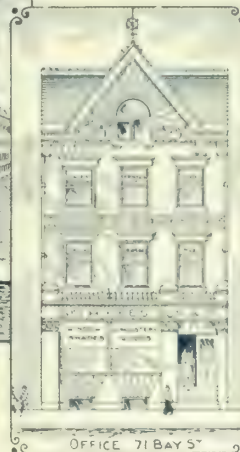
DETROIT
FACTORY



DETROIT FACTORY



TORONTO FACTORIES 276*286 DAVENPORT ROAD



OFFICE 71 BAY ST

OUR FACTORIES { TORONTO, ONT.
VALLEYFIELD, P.Q.
DETROIT, U.S.A.

KINDLY allow our travellers when calling on you to exhibit our New Samples of

**LACE CURTAINS and NETS,
FURNITURE COVERINGS,
TAPESTRY CURTAINS and
" TABLE COVERS,
CHENILLE CURTAINS and
" TABLE COVERS,
UPHOLSTERY and DECORATIVE FABRICS,
SASH CURTAINS and
UPHOLSTERY SUPPLIES,
LINEN VELOUR CURTAINS and
PIECE GOODS.**

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO.,

Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstering plant at that place. Mr. Henry Durverger, the former manager of the removed plant, associated with Mr. Ferrier Torrence are our Selling Agents, with Offices and Warehouse No. 43 St. Sacrament St., Montreal.

Our new looms are now producing many new and attractive patterns. The trade should not miss seeing these new Canadian-made goods.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.

WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and every thing pertaining to Window Drapings.

See our new
Illustrated Catalogue.

SPECIAL ATTENTION GIVEN TO MAIL
ORDERS AND INQUIRIES FOR ESTIMATES
ETC.

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

for Messrs. Hees, Son & Co. to give their Montreal customers the earliest opportunity of seeing the new goods as soon as they leave the looms. If any of our eastern readers who are interested in the various lines of goods manufactured by Messrs. Geo. H. Hees, Son & Co. have not already visited their warehouse at 43 St. Sacrament street, we recommend them to do so.

A NEW PURCHASE.

The Excelsior Stamping and Plating Co., of Richmond street, Toronto, have just sold their plant and business to Geo. H. Hees, Son & Co. It was only a few months ago that Geo. H. Hees, Son & Co. purchased The Flock Metal Co.'s business, and now these two plants are to be merged into their already extensive metal-manufacturing business. The metal plant of Geo. H. Hees, Son & Co. manufacture curtain pole trimmings, picture hooks, stair plates, drapery pins, shade pulls and many other metal goods that are connected with their business. If our readers have not already one of Geo. H. Hees, Son & Co.'s illustrated catalogues, they should write for one.

TRADE IN ENGLAND.

A Kidderminster report of May 20 says: "Carpet manufacturers are busy, and the demand covers all makes and qualities; in no case is business slack, and in places it is very brisk. The local yarn trade is hardly so busy as the carpet trade, spinners having just about enough to do without being at all pressed. The demand for hosiery yarns is very good, and that for clothing yarns is fair. In carpet yarns consumption is considerable, but new business comes in slowly—so slowly that prices are not at all tested."

NOTES.

The Ontario Legislature, at its recent session, passed the bill authorizing the loan of \$10,000. by the town of Milton, Ont., to the Port Hope Carpet Co.

Sherbrooke has passed a by-law discharging the mortgage held upon the Dominion Brussels Carpet Co., Limited, as the factory has been sold to English capitalists, who will enlarge the plant and greatly increase the operations of the company.

Mr. Herbert Bright, of John Bright & Brothers, carpet manufacturers, Rochdale, Eng., is visiting the Canadian markets.

NEW CANADIAN PATTERNS.

Mr. Cochrane, representing The Colonial Bleaching and Printing Co., Limited, has shown the trade this last month a new line of colored cottons just turned out for the market by this company. The lines include fancy tartan flannels, kopje flannels, flannel suiting, salisburys, foulards and a line of flags and buntings. The patterns are the most striking and artistic which have ever been shown in this market, and the trade are delighted with them. Large orders have been placed, and there can be no doubt that a large sale will follow amongst retail dealers. The prices are the same as those of similar materials made by the other mills in Canada so that there is no disposition to cut prices.

ACTION ABANDONED.

The action brought by Levison Bros., of New York, against the chairman of the dry goods section of the Toronto Board of Trade (Mr. John Macdonald), and the secretary of the section (Mr. Edgar Wills) has been dropped.

Canadian Brussels



A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

**WE GUARANTEE THE BEST
VALUE IN THE MARKET.**

**The Dominion Brussels
Carpet Co., Limited**
SHERBROOKE, QUE.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

W. TAYLOR BAILEY,

MILL AGENT,

**Upholstery Supplies, Drapery Fabrics,
and Brass Goods.**

MANUFACTURERS
OF

Lace Curtains

Frilled Muslin Curtains

Printed Lappets

Hand-Made, Opaque Shade
Cloth

Plain, Dado, Laced and
Fringed Window Shades

27-29 Victoria Square, MONTREAL.

An Important Change.

PRICES ON
♦♦♦

**DOWN CUSHIONS
REDUCED.**

“PERFECTION BRAND” ONLY.

You will ask the reason. It is simply this: We have just purchased the

very latest and improved machinery for brushing, renovating and separating feathers, and we are giving you the benefit of the change.

*If you want the best money can buy wait for our traveller, who will call shortly
with a full line of the following goods: —————*

**DOWN QUILTS. DOWN CUSHIONS. TEA COSIES.
COTTON AND WOOL-FILLED COMFORTERS.**

All styles and sizes, from the cheapest to the best, marked “Perfection Brand.”

Canada Fibre Company, Limited, Montreal

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

COBOURG, ONT.

EDITOR DRY GOODS REVIEW,—We enclose copies of some of our ads. as well as a couple of reading ads. (and comment by editor on window display). The latter was voluntary. We have found these reading ads. draw a good deal of attention. What do you think of them, and ad. matters?

Yours truly,

HEWSON & CO.,

Per A. J. H.

HERE is one of the Hewson advertisements and a pretty good one it is: There are, however, two faults in its get up. In the first place it occupies too much space; that is,

Direct From Japan.

WE hunt the world over, like the biggest of the big fellows, for the goods that will suit our trade. In this way we get things right, and we get them a season in advance of buyers with less enterprise and industry. We now have invoices, and are expecting to arrive to day or to-morrow, a consignment of Japanese Art Squares direct from Japan. Our Chinese and Japanese Mattings are already to hand, and the designs are new and exclusive. What you get here is not to be had in every shop that you visit. These goods are very seasonable and fit in with our large stock of Curtains, Furniture Coverings, Curtain Muslins, Cretonnes, and the many other lines of goods so much in demand at the beginning of house cleaning.

A few particulars will interest you.

MATTINGS are 25c., 30c., 35c., 40c., and 45c. a yard. 40 yards in piece, but will cut any length. Quality above regular values. The new blues and greens are pictures.

ART SQUARES Different sizes, prices run from \$5, \$7.50, \$10.50, \$15.00.

LACE CURTAINS

Spring imports. Prices per pair, 25c., 50c., 75c., \$1, \$1.35, \$1.50, \$2 and up to \$4.50. Never had such values before.

Millinery Opening

still in full swing. Everybody delighted. Come early.

HEWSON & CO.

"If you Get it at Hewson's, it's Pretty and Stylish."

it is not "closed up" enough. The headline, "Direct From Japan," is somewhat misleading, as not even half of the goods enumerated are Japanese. Besides these two faults, I am inclined to unfavorably criticize the use of a border in an advertisement the size of this one of Hewson's. The typographical display is good and the advertisement is quite striking enough without a border, and the space occupied by the border could have been saved.

The reading advertisements referred to are also good—away ahead of the average. I herewith reproduce a portion of one of them. I have no doubt that the women of Cobourg read both of these "readers" as well as Hewson & Co.'s

other advertisements with much interest and profit both to themselves and Hewson. I judge that these reading notices would have been quite as effectual as well as much more

Hewson's Millinery Opening

AN EVENT OF GREAT INTEREST TO
THE LADIES.

If anything were needed to banish thoughts of winter, the beautiful display of Spring Millinery that the ladies have been crowding Hewson's store during the past week, to view, must have had that effect most completely. Lovely women, eager salespeople, smiling, obliging proprietors, piles of silks, flowers, velvets, feathers, ribbons, trimmed hats and bonnets—ornaments, laces, buckles, pins and what not—all these spoke of spring in its freshness and beauty, and said good bye to the long and dreary winter. Year by year millinery materials appear to become more elaborate, and at Hewson's they appear to possess a genius for selecting from the immense varieties which the manufacturers show, the goods that are artistic and beautiful, and to do so with so much judgment as to make the most harmonious and tasteful combinations. Their richly beautiful display of pattern hats this spring gives expectant buyers a hint of the possibilities contained in the materials with which Miss O'Dell is surrounded in such great and novel profusion. In hats, the demand for the early trade will be strong in the line of turbans and toques, the Spanish turban being the favorite model. Toques are rather larger and will be worn more on the face than usual. Sailors are a trifle higher in the crown and slightly wider in the brim. Tam crowns are in children's goods, and some of the fancy shapes have a fluted or pleated brim of straw showing two colors. The tints in straw goods are very beautiful, and the Leghorn for dress wear will be very popular. The variety of trimmings is extensive, including straw, braids, all-over nets, malines, mousseline de soie, horsehair, sequins, sequin spanglet nets, etc. * * * Altogether, Messrs. Hewson & Co. have reason to be proud of their Spring Opening, and it is no flattery to say that the people of Cobourg have equal reason to be proud of such an establishment as this. The opening has not been confined to millinery, but includes also a superb stock of spring dress goods, dress and blouse silks, satins, and all the various lines which go to make up the equipment of a dry goods house that leads in fashion and rivals the best city stores in the style and taste of its buying. The importance of such an emporium to a summer resort like Cobourg cannot well be over-estimated, and the ladies of the town are to be congratulated upon the proof that their patronage gives that they are proud of it. If you have not already been in, take the advice of THE SENTINEL-STAR and make a visit to Hewson & Co.'s at the first opportunity. "If you get it at Hewson's, it's all right in every respect."

business-like if there had not been any attempt to make it appear that they were the production of the editor. Any newspaper fortunate enough to have a large advertising patronage doubtless find that its advertising pages are as interesting to buyers of goods as are the news pages or the editorial section. In other words, the news of the stores properly presented is more read and studied than the news of the day, so called. For my part, I fully believe that the great majority of the women of any given locality do, or can be made to, take a much greater interest in how they are to spend their money to the best advantage than in either the news columns or the editorial columns of the local newspapers. Most of the goods sold retail, nowadays, are bought by women. Not one woman in perhaps 1,000, residing in Cobourg and

vicinity, has so much money that she does not need to exercise discretion in spending it. It follows then that the advertisements are very interesting to the female and better part of Cobourg. The hand that rocks the cradle is the hand that rules the stores, as well as the rest of the world.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

WOOL AND UNION STAIR CARPETS

Made up in Colors to match
yard-wide Carpets. . . .

The demand for the above goods is increasing because they are reversible, and no stair carpet in the market will give more service for the money.

Made in 5 8's and 3 4's widths.

SEND FOR COLOR CARD.

We are the Canadian Agents
for the MOSS ROSE MFG.
CO'S Tapestry Curtains and
Covers, Philadelphia.

ROYAL CARPET CO.

GUELPH, ONT.

The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS, and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

GOOD ADVERTISING—Continued.

Here is one of the most practical piano advertisements I ever read, and I feel sure it was the means of bringing considerable business to Mr. Barnett. This advertisement, how-

In order to meet with the numerous applications which we receive at this season of the year from customers desiring to rent Pianos,

Nordheimers

(LIMITED)

have stationed their authorized representative, **Mr. Frank N. Barnett**, at the **Dunham House, Cobourg**, (temporarily) who will call upon you in person to submit special quotations for the **SEASON'S RENTING** at from \$2 per month. Amongst our expressly prepared stock for the season's renting purposes, etc., we offer the following **BARGAINS** to intending purchasers "for cash or on instalments," or for rent, and we will apply the rent paid thereon towards the purchase of the Piano you rent NOW, or towards the selection of any other Piano later, should you not wish to purchase the instrument you rent.

USED.

Pianos

NEW.

Dunham, including Stool, Cover and Instruction Book \$ 55
Stodart 75
Dressel 100
(This is a phenomenal bargain in an Upright Piano)
Chickering 200
Steinway 190
Steinway 225
Nordheimer, very little used and in perfect order 210
Erard Concert Grand, suitable for Summer Resort, Hotel, Boarding House, or Club 125
A Beautiful Mahogany Haines 200
All the above are fully guaranteed and will be exchanged if not satisfactory after a year's test.

Factories
and Principal
Warehouses

15 KING ST. E.,
TORONTO

Canada's Leading
Publishers and
Sheet Music
House.

Established
1835

Kingsburys \$200 to \$ 350
Haines 250 to 350
Landsdownes 300 to 400
Nordheimers 400 to 650
Steinways 500 to 1,500

Ask about our Specialty:

Grand Pianos

—IN—

Upright Form

The latest production in the Piano industry, and the Piano of the future.

We will make you a cash offer on your old Square Piano, Organ, etc., or apply the amount allowed on it as first payment towards the purchase of a new or used Piano, the balance on payments arranged to suit your financial convenience, either yearly, quarterly, monthly, or for cash.

Orders for Tuning, Repairing, Polishing, etc., should be directed to us by mail, or left at the Hotel Office. Estimates, quotations, etc., submitted for approval.

NOTE.—Customers desiring particulars by mail, will please mention the instrument they wish further explanation about. Catalogues, and full details of other Bargains not named in above list, will be mailed on application to us or to

FRANK N. BARNETT,

Dunham House, Cobourg.

ever, seems to be somewhat mixed in its grammar. It does not quite appear whether or not it is an advertisement put out by Nordheimers, or by the publisher of the paper, or by Mr. Barnett.

* * *

Marmalade Oranges.

Fine Bright Stock. Now is the time to buy, as the early fruit is generally the best.

WM. BURNET

I don't know whether or not Hooey & Son are better grocers than Wm. Burnet, but they certainly know more about advertising, judging by those two advertisements. I don't doubt that Mr. Burnet knows the price of his oranges quite as well as

the Hooeys know the prices of their canned goods, coffee and tea. And why not tell the price to the people? Home-made orange marmalade is certainly not better than the best brands of the factory-made article. It follows then that housewives make their own marmalade for economy's sake. Naturally, therefore, the price they are to pay for the oranges to make it out of is a matter of considerable consequence to them. The inference Mr. Burnet has left the readers of his advertisement to draw is, that either his price for the oranges is too high or that there is some other good reason for not quoting it. This sort of thing is not likely to inspire confidence among those who have no other way of judging Mr. Burnet's grocery store except by Mr. Burnet's advertising.

* * *

I have before me an advertisement of Messrs. W. W. Wilkinson & Co., clipped from The Galt Reformer, of April 6, 1900. The advertisement is six columns wide and occupies a space of considerable depth at the bottom of a page. It is a kid glove advertisement, well written and well displayed, but the name of the firm is in type twice the size of the title or heading which consists of the words "New Kid Gloves." There seems to be a weakness on the part of many advertisers to see their name in large type. Wilkinson's advertisement builder, in this case, seems to have gone on the theory that the readers of newspapers turn over the pages looking for the advertisement of some particular firm—that, in fact, they look for Wilkinson's announcement rather than for advertisements of kid gloves, or dress goods, or corsets, or what not. This is a mistake, but it is probably the main reason why so many merchants give their firm name such great prominence in their advertising. Vanity (we all like to see our name in print) is doubtless another moving cause. If Wilkinson & Co. had printed their firm name just half the size they had it printed and the words New Kid Gloves twice as big as they were, the

It doesn't matter whether you're a bishop or a lay-reader, we're just as glad to see you, because we're just as well prepared for either.

Everything you could want to see in clerical suits, hats and furnishings; more than you may care to look at in the secular sorts.

Vestments of course.

By the by, our clerical discount of ten per cent. is our only discount—a real discount.

ROGERS, PEET & COMPANY.

258 Broadway, cor. Warren.
549 Broadway, cor. Prince.
1260 Broadway, cor. 32nd.

We fill orders by mail.

We are Giving

Our customers the advantage of our fortunate purchase of Canned Goods. Bought when at lowest prices.

Peas, Corn, Tomatoes, Beans, Etc.

3 CANS 25 cents. \$1 Per Doz.

Peaches, Pitted Cherries, Pine-apples, etc., in cans. Quality the best. Our Triumph Blend Coffee at 40c. per lb., and Special Blend Tea at 30c. per lb. are each getting new friends every day.

Hooey & Sons

Grocers and Wine Merchants,
36 King Street.

proportion would have been about right. I have also before me another advertisement. This advertisement was inserted in The Sentinel Review, of Woodstock, Ont., by Robinson, of Ingersoll. At the top, in large type, is the word "Robinson's." This is followed by the title of the advertisement in type less than half the size of the head. After this comes the introduction and the details. At the bottom, "Robinson's" is again repeated in type nearly as large as the same word at the head. Apparently, the most important feature about this advertisement is Robinson. Incidentally, as it were, it is mentioned that Robinson sells men's clothing to order. Contrast this advertisement of Robinson's with this one of Rogers, Peet & Company, of New York.

WESTERN

Incorporated
1851

ASSURANCE COMPANY.

**FIRE
AND
MARINE**

Head Office **Toronto, Ont.**
 Capital Subscribed - \$2,000,000.00
 Capital Paid Up - 1,000,000.00
 Assets, over - 2,320,000.00
 Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool.

Calling at Quebec and Remouski, P.Q., and Moville, Ireland, each way to embark and land Passengers and Mails.

"LAKE ERIE" and "LAKE CHAMPLAIN" (New
9,000 Tons, Twin Screws)

From Liverpool.			From Montreal.		
Tuesday, May 1.	1.	LAKE CHAMPLAIN, New, 9,000 tons	Friday, June 1	1	
" " 22	22	LAKE MEGANTIC	" " 8	8	
" " 29	29	LAKE SUPERIOR	" " 15	15	
" June 5	5	LAKE ONTARIO	" " 22	22	
" " 12	12	LUSITANIA	" " 29	29	
" " 14	14	LAKE CHAMPLAIN, New, 9,000 tons	" July 6	6	
" " 26	26	LAKE MEGANTIC	" " 13	13	
" July 3	3	LAKE SUPERIOR	" " 20	20	
" " 10	10	LAKE ONTARIO	" " 27	27	

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

Special Notice. The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government, will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
" "	St. Lawrence Hall
Quebec	Chateau Frontenac
" "	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
" "	Walker House
Winnipeg	Leland
" "	Winnipeg Hotel

FOR Fall Season 1900.

Fringes,
Tassels,
Ornaments,

"Honest Goods
at
Honest Prices."

Cords,
Braids,
Barrel Buttons.

—MANUFACTURED BY—

MOULTON & CO.,

12 ST. PETER ST.,
MONTREAL.

N.B.—The oldest and original Cord, Fringe and Tassel Works in the Dominion.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manufacturers of Dry Goods, Toronto.

Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, Sons & Co., Philadelphia, Pa.,
Prints, Linens and Draperies.
CARTWRIGHT & WARNER, Limited, London, England,
Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England,
Wools and Worsts.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 300, 200 McMillan Bldg. in Montreal.
St. Toronto, Woolens, Silks, Ribbons, Gloves, Hosiery and Stocking, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Calicoes, etc.

1000 **CATCH PHRASES & IDEAS.**
 A little book worth its weight in gold.
 To All who Write Ads, Show Cards, Circulars or other Business Literature.
 The price is 50c, but you can get it by simply filling out one of our blanks which will be sent you promptly on request. Address
FREE
 The Advertising World, Columbus, Ohio.

The following

is a partial list of the
Goods we manufacture:

The Sun Lighting Machine.

(sprinkling system.)

The Beacon Acetylene Machine.

(immersion system.)

The Simplex Acetylene Generator.

(the best and cheapest machine made for supplying a moderate number of lights.)

The Duplex Acetylene Machine.

(the only machine that will supply both Light and Heat from one and the same machine.)

Acetylene Gas Stoves and Ranges.

(for use with the above machine.)

Special Photographic Apparatus.

(beats sunlight for photography.)

The "Crescent" Acetylene Burner, Acetylene Gas Meters, etc.

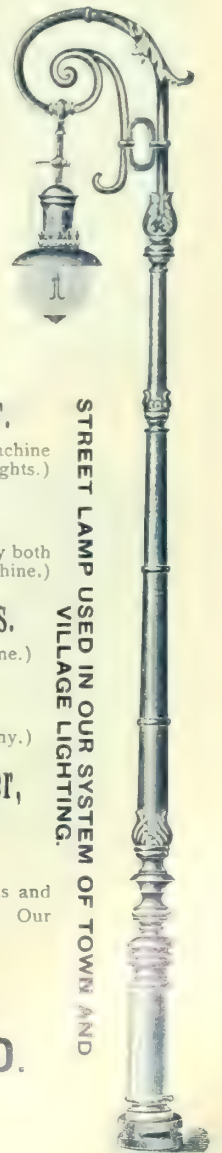
We also make a specialty of lighting Towns and Villages, for which we design special apparatus. Our goods are all guaranteed. Send for catalogue.

**THE ACETYLENE
MANUFACTURING CO.**

LIMITED

Head Office, LONDON, ONT.

Capital, \$300,000.



FLAGS!

FLA

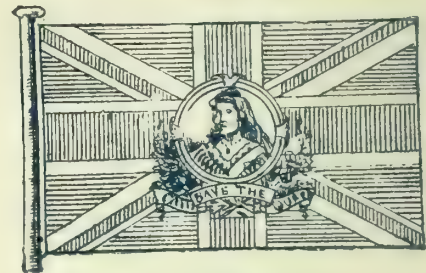
The Largest Range

SELLING BY THE MILLION A

ILLUSTRATED



A.M.B.—Absent-Minded Beggar Handkerchief, Hemmed.

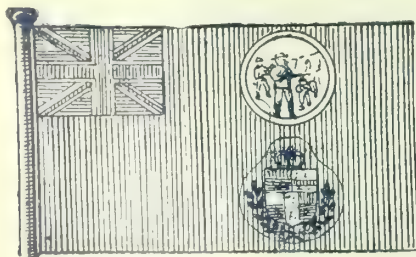
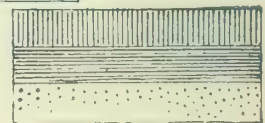


SPECIAL QUEEN JACK.
 No. J.P. 51, 27 by 23 in.

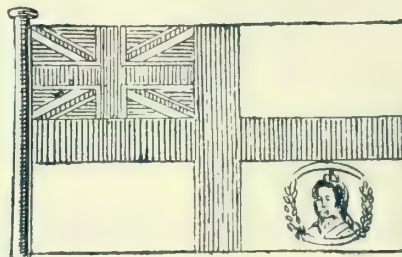


Red, White and Blue
 Stripes.
 29 and 33 in., at per yard

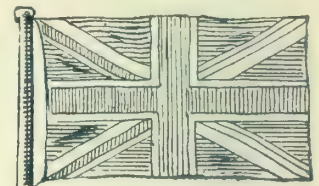
Red, Blue and Yellow
 Stripes.
 29 and 33 in., at per yard.



SPECIAL CANADIAN FLAG.
 No. C.P. 52, 35 by 22 in.



SPECIAL PICTURE ENSIGN FLAG.
 No. W.E. 53, 35 by 24 in.



UNION JACK.

No. U.J. 1, 12 by 9 in.; 2, 12 by 10 1/2 in.; 3, 17 by 13 in.; 4-4 1/2, 25 by 22 in.; 5, 30 by 17 in.; 6, 27 by 25 in.; 7, 30 by 24 in.; 8, 32 by 24 in.; 9, 35 by 24 in.; 10, 35 by 31 in.; 11, 40 by 35 in.; 12, 44 by 34 in.; 13, 50 by 34 in.; 14, 40 by 60 in.; 15, 68 by 44 in.; 16, 50 by 72 in.

In Large Sizes, those Numbers marked * we recommend for quickest delivery.
 Also Plain and Twilled Turkey Red, at various prices.

WHOLESALE C

TORONTO AGENTS: R. FLAWS & SON,

BROWN, GRAHAM

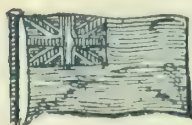
GS!

FLAGS!

to Select From.

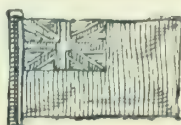
T BOTTOM MARKET PRICES.

FLAG LIST:



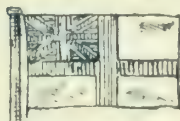
RED ENSIGN.

No. R.E. 27, 13 by 9 in.; 28, 13 by 12 in.; 29, 17 by 15 in.; 30, 27 by 22 in.; 31, 30 by 17 in.; 32, 30 by 24 in.; 33, 35 by 24 in.; *34, 72 by 36 in.; 35, 40 by 60 in.; 36, 48 by 72 in.



BLUE ENSIGN.

No. B.E. 40, 30 by 17 in.; 41, 30 by 24 in.; 42, 35 by 24 in.; *43, 44 by 34 in.



WHITE ENSIGN.

No. W.E. 43, 15 by 12 in.; 44, 30 by 17 in.; 45, 30 by 24 in.; 46, 35 by 24 in.; *47, 54 by 34 in.



ROYAL ARMS.

No. R.A. 20, 25 by 22 in.; 21, 30 by 26 in.



ST. GEORGE'S CROSS.

No. S.X. 25, 30 by 17 in.; 26, 35 by 24 in.

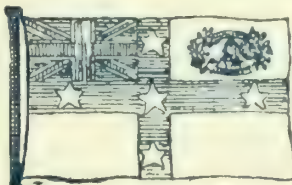


PRINCE OF WALES' FEATHERS.

No. P.W. 23, 25 by 22 in.; 24, 30 by 26 in.

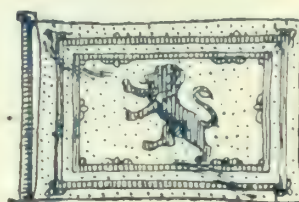


WAR SPECIALS. Hemmed Handkerchiefs, 2 Designs, 3 Colours, W. 311.



AUSTRALIAN FEDERATION.

Special No. A.F.S. 35 by 24 in.



SCOTTISH STANDARD.

No. S.S. 38, 27 by 20 in.; 39, 30 by 24 in.; 40, 35 by 24 in.; 41, 40 by 30 in.



IRISH STANDARD.

No. I. 20, 27 by 20 in.; 21, 30 by 24 in.; 22, 35 by 24 in.; *23, 30 by 72 in.



AUSTRALIAN FEDERATION.

No. A.F. 26, 13 by 9 in.; 27, 30 by 19 in.; 27½, 35 by 24 in.



VICTORIA.

No. V. 60, 30 by 20 in.



NEW SOUTH WALES.

No. S.W. 48, 30 by 17 in.; 49, 30 by 20 in.



ROYAL STANDARD.

R.S. 1, 15 by 10 in.; 2, 17 by 15 in.; 3, 25 by 27 by 22 in.; 4, 30 by 17 in.; 5, 32 by 24 in.; 6, 30 by 26 in.; 7, 35 by 24 in.; 8, 35 by 31 in.; 9, 40 by 34 in.; 10, 47 by 30 in.; 11, 48 by 72 in.



CANADIAN.

C. 50, 13 by 9 in.; 51, 30 by 19 in.; 52, 34 by 22 in.; 53, 35 by 24 in.



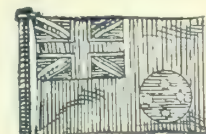
CAPE OF GOOD HOPE.

No. 61, 30 by 20 in.



AMERICAN.

No. A. 56, 30 by 20 in.; 57, 27 by 22 in.; 58, 35 by 24 in.



NEW ZEALAND.

No. N.Z. 59, 30 by 20 in.

LY SUPPLIED.

MANCHESTER BUILDINGS, MELINDA ST.

& CO., GLASGOW.



THE LONDON WOOL MARKET.

THE third series of the 1900 wool auction sales at London closed May 25. The series opened with an average depreciation of 10 per cent., being most pronounced in inferior and faulty stock. Merchants, considering the statistical situation favorable, would not accept the reduction, and withdrawals were small. Upon the announcement of heavy curtailments, competition became more animated and widespread. Medium coarse crossbreds throughout were in better demand. This grade opened $7\frac{1}{2}$ per cent. cheaper and later, upon the resumption of American purchasing, hardened and closed firm, five per cent. below the March average. Fine crossbreds followed merinos. Cape of Good Hope and Natal started $7\frac{1}{2}$ per cent. cheaper. Inferior greasy and poor fleeces were hard to sell until refused an additional five per cent. Of the offerings during the series, the home trade secured 70,000 bales, the continent 50,000; Americans, 3,000; and 167,000 bales were held over.

The next series will begin July 3, and the amount of wool available is 273,000 bales, including 167,000 bales held over from the sales just closed.

Advices from Australia say that prospects for the next season's wool supply are still by no means brilliant. Whatever happens the ensuing clip can only be another small one, owing to the large number of breeding ewes which perished in the dry times and to the serious extent to which the constitution of the sheep in many flocks was impaired during the exceptionally lengthy and severe droughty period.

AN ENGLISH VIEW.

The London Drapers' Record says that the increased price of mill stores and dyeing, and some advance in the price of crossbred wools will cause a gradual increase in the cost of the production of such dress goods as serges and similar fabrics which are made from crossbred colonial wools; and, further, that when the stocks of goods made from merino wools (such as cashmeres and fine coatings), bought at the lowest rates are exhausted, that it will not be possible to replace them at bottom rates. "It will, in fact, be very unsafe to assume, because there has been some decline in the price of wool, that we are going back again to the unprecedentedly low prices which were ruling some two years back, as nothing but some disastrous political complications could possibly create such a situation as would be necessary to bring about those very low prices."

BELFAST LINEN MARKET.

Belfast advices say that the linen market is quiet. Buyers seem satisfied that top prices have been reached, and are, accordingly, only purchasing to cover immediate wants. There is no change in any department, values being firmly held to everywhere. Prices continue unchanged and untested. The manufacturing branch is steady; old orders are still fairly plentiful, but fresh business is restricted, makers finding difficulty in getting paying prices. Trade with the United

States shows but little further expansion. Cuba is a little more active. The colonial trade is quite satisfactory. Other markets are unchanged.

THE DRESS GOODS MARKETS.

The reports of easier prices in French dress goods, as well as in a few lines of Bradford makes, do not appear to affect this market, as the prices paid by leading importers were not the top prices by any means, and only the higher prices are affected.

THE COTTON MARKET FIRM.

The cotton market has held extremely firm throughout the month, and any class of goods into the production of which Egyptian cotton enters is certain to continue so for many months to come.

In some quarters there exists an impression that Canadian cottons will decline in the next few months. There is no sign of a break in prices yet, and a large buyer states his firm conviction that the market will be firm for the next six months.

Pasch, the well-known cotton statistician of Havre, in an elaborate review on the cotton situation, says that Liverpool is drifting quietly into a terrible corner which may push up prices to a point that cannot now be foretold, if any big operator should take hold of a few hundred thousand bales, and that such an operation might now be engineered with comparatively small danger.

The New York report for raw cotton, dated June 2, gives middling uplands 9c., middling gulf $9\frac{1}{4}$ c. This is a high price.

The prices of Canadian cotton companies' stocks show an upward tendency, the quotation for June 1 being (buyers) Montreal cotton, 141; Canadian colored cotton, 85; Merchants Cotton, 125; Dominion Cotton, 98; Montmorency, 110.

THE SILK MARKETS.

The general impression seems to be that the recent continuous decline of prices in the Lyons silk trade has been checked, though no definite symptoms of reaction can yet be recorded; indeed, some irregularity seems to have been still observable during the week under review. No important change has been discernible in the market for the fabrics. The commission merchants still hesitate to place such orders as they have in hand, except when they are of a pressing character. Satisfactory telegraphic reports on the cultivations in China and Japan have been received from Shanghai and Yokohama, but in both markets and in Canton the trade has continued lethargic. Dullness is also reported from the Rhenish centres of the silk trade.

MAGOG PRINTS PRICE LIST FOR FALL.

Salisbury	c.	Ladas tweed.....	c.
N.F. fancy costumes	8	Heavy moles	16
N.B. fall suitings	9	Extra heavy moles.....	20
Fancy wrapperettes	11	Twill cretonne	7 1-2
Reversible wrapperettes	11	Ottoman cretonne, 30-in	9 1 2
Costume twills	10	Oatmeal cretonne	11
Coat lining	10 1-2	S. C. indigo	8 1-2
T. K. napped skirting	11	N. H. H. indigo	13 1-2
S. K.	12 1-2	D. C.	10 1-2
Moreen skirting	10 1-2	G. C.	12 1-2
X X K	10 1-2	H. H. H. prints	9
Heavy twill	11 1-2	H. H. H. anilines	10
Napped sateens (aniline and indigo)	12 1-2		

SLEEVE LININGS.

No. 11	c.		
No. 22	8 net		
No. 33	9 1-2 "		
No. 44	10 1-2 "		
	12 1-2 "		

OVERCOAT SLEEVE LININGS.

No. 22 X	c.		
No. 22 embossed	10 net		
No. O. C.	11 1-2 "		
No. O. C.	12 "		
No. O. C. embossed	13 1-2 "		

THE B. & C. WRIGHT BUST FORM

IS SUPERIOR TO THE CORSET
for the following reasons:

*It is graceful and perfect in shape.
Durable, easy and comfortable.
No heavy front, side or back steels.
The slender woman may wear a tailor-
made gown.
It is a gentle shoulder brace.
The low bust effect may be obtained
with the Form without padding.*



Pat. No. 54529

It is the figure that makes the
dress, not the dress the figure.

Manufactured by...

SAMPLE ORDERS SOLICITED.

BRUSH & CO., Toronto, Ont.

THE MARKETS—Continued.

CANADIAN OILCLOTH PRICES.

ENAMELED OILCLOTH.

	New List. in 12 yd. pieces. Widths.	Old List. in 12 yd. pieces. Widths.
Muslins.	5/4 50 in. 6/4	5/4 50 in. 6/4
	Cents.	Cents.

Black, bright (glazed) and dull finish, per yd.	18	20	24	16	18	22
Black, patent face, per yd.	22	24	..	20	22	..
Browns, greens and maroons, per yd.	23	26	30*	22	25	29
Russet and tan, per yd.	23	26	..	22	25	..
Blue, yellow and red, per yd.	30*	34*	..	29	33	..
Scarlet, white and crimson, per yd.	42*	47*	..	40	45	..
White sign cloth, per yd.	18	24	..	17	23	..

Drills.

Black, bright (glazed) and dull finish, per yd.	24	26	32	22	24	29
Black, patent face, per yd.	27	29	..	25	27	..
Black, tan back, patent face, per yd.	33	..	..	30	..	..
Black, figured back, per yd.	29	32	37	27	29	34
Black, brown back, per yd.	32	34	39	29	31	36
Browns, greens and maroons, per yd.	33	35	40*	32	34	38
Russet and tan, per yd.	33	35	..	32	34	..
Blue, yellow and red, per yd.	38*	42*	..	37	40	..
Scarlet, white and crimson, per yd.	50*	56*	..	50	56	..

CANVAS STAIR OILCLOTH.

	New List. Widths—	Old List. Widths—
	2/4 5/8 3/4	2/4 5/8 3/4
	Cents.	Cents.
Canvas back.	09	11 1/2
Painted back.	12 1/2	16
Lengths of pieces 30 yards.	14	19
Terms: Cash, less 3 per cent. in 10 days.	08 1/2	12
	11	15
	13	18

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	New List. Widths.	Old List. Widths.
	5/4 6/4	5/4 6/4
	Cents.	Cents.
Fancy mosaics, per piece of 12 yards.	\$2 20	\$3 20
Fancy marbles, " " " "	2 20	3 20
Fancy Woods, " " " "	2 20	3 20
	1 85	2 70
	1 85	2 70

White Marbles, per piece of 12 yards.	\$2 40	\$3 40	\$2 00	\$2 85
White Muslin, " " " "	2 40	3 40	2 00	2 85
Colored Muslins, " " " "	2 40	3 40	2 00	2 85
Bronzes, " " " "	2 40	3 40	2 00	2 85

	11 in. wide.	11 in. wide.
Shelf oilcloth,	1 25	1 05
Shelf oilcloth,	24	1 05
	15 in. 18 in.	15 in. 18 in.
	Cents.	Cents.
Stair oilcloth, muslin back, 50 yd. lengths.	6 1/2	8
Stair oilcloth, duck back, 40 " "	10	12
	9	11

Terms: Cash, less 3 per cent. in 10 days.

FLOOR OILCLOTH

	New list.	Old list.
No. 1 quality, in widths 4/4, 5/4, 6/4, 8/4, 10/4 per. sq. yd.	33	32
No. 2 " " " " " " " " " " " "	25	24
No. 3 " " " " " " " " " " " "	20	19
C " " " " " " " " " " " "	48	48

Mats or rugs, No. 2 quality, in the following sizes:

4/4 x 4/4, 4/4 x 6/4, 5/4 x 5/4, 6/4 x 6/4, 6/4 x 8/4,		
8/4 x 8/4, 8/4 x 10/4, 10/4 x 10/4	33	32

Ducks, etc.

Black, bright (glazed) and dull finish, per yd.	30	32	37	28	30	34
Black, patent face, per yd.	34	37*	..	32	35	..
Black, figured back, per yd.	35	37	42	33	35	39
Black, brown back, per yd.	38	40	44	35	37	41
Browns, greens and maroons, per yd.	40	42	46*	37	39	44
Russet and tan, per yd.	40	42*	..	37	39	..
Oiled, for wagon tops, 50 yd. lengths, per yd.	..	44	..	..	..	40
Black moleskin, patent face, per yd.	78	..	..	72	..	..

*Lines made to order only.

CARRIAGE FLOOR OILCLOTH.

	New List. in 30 yd. pieces Widths.	Old List. in 30 yd. pieces Widths.
	5 8 3 4 7 8 5 4	5 8 3 4 7 8 5 4
	Cents.	Cents.
No. 1 quality, per yd.	25	30
No. 2 quality, " " " "	15	18
No. 3 quality, " " " "	12 1/2	15
	23	28
	32	35
	45	48
	24	28

Terms: Cash, less 3 per cent. in 10 days.



Men's Furnishings.

AN authority on neckwear tells THE DRY GOODS REVIEW: "The great seller for the present hot weather is the kerchief. Last year, anything by the name of kerchief sold well, and quantities of ordinary silk with a fancy border stitched on sold freely; also fancy silks without any border sold when made up in the kerchief

shape. But this season the consumer knows exactly what is right, and will only buy the genuine article. It must have a border, and it must be woven, and not stitched, on.

"The demand is greatest for white patterns or spots spaced well apart on a ground of navy or Yale blue, with a border of the same color, but the pattern being sufficiently different to make the border well defined. Other good sellers are of the same colors and patterns, but with borders of multi-colored Persian designs.

"The demand for the kerchief may possibly be hard to fill, not because the manufacturers cannot make enough of them, but, as the silks have to be woven specially for this tie, it will necessarily take a long time for tiemakers to get repeats. It may thus come to pass that buyers will be forced to buy last year's makeshifts, kerchiefs without a border or with a border sewed on.

"Flowing ends are selling very well, and, as everyone now is able to tie a flowing end, it has come to be looked upon as a staple shape. A surprising demand has suddenly arisen for string and lombard ties. As these are small-shape ties, it is especially needful to have them cut bias, when wanted in the bold stripes so much worn, as it is only when biased that the pattern is properly shown."

The Outlook For June.

June should be a good month with the men's furnisher. May has not been sufficiently warm to induce buyers to don hot-weather clothing, so, a week or so of really warm weather should cause a big trade in these goods. It is true a few duck trousers,

linen vests and straw hats have been seen, but the great majority have neither started to wear or to buy them. There ought to be a big business in light underwear for the same reason.

Another demand which may be expected to follow close on the heels of hot weather will be for two-piece bicycle suits. Last year, the big trade in these goods was in July, but a good share was done in June, too. With these, caps and, if boots are carried, bicycle shoes.

I consider it good policy, too, to push silk-front shirts vigorously in June. These garments, if well made, wear excellently, and can be depended on to keep in good condition all Summer, no matter how soon bought. I would not like to say this of many fancy Oxfords or zephyrs, but whatever shirt is pushed there should be good movement in fancy ties, especially flowing ends. There is no question but that the patriotic spirit has "caught on" here in ties, yet not everything that is red, white and blue, or green, or khaki sells. There must be something of neatness and attractiveness as well as patriotism about the tie before it takes. But attractive effects are possible, especially on a khaki ground, with the design in red, white, blue or green.

This patriotic spirit is causing an unusual demand for a line that furnishers might well carry—for flags. The sale of these emblems of British glory and British honor has been unprecedented in the last two or three months. The relief of Ladysmith, the relief of Mafeking, the Queen's Birthday, and, lastly, the flight of Kruger, have each been the cause of an outburst of Imperial enthusiasm that necessitated an amount of flag-wearing and flag flying that has never before been experienced in Canada. Is it likely that the 1st of July, the birthday of our Dominion, the anniversary of an Act which has done much to unify Canada, and, therefore, the Empire, will be forgotten? It seems reasonable to expect to sell a few flags for the occasion. As the 1st comes on a Sunday, Canada will spread her celebration over from Saturday till Monday night. There should be enough of the proper spirit on Saturday to start the flags selling. There is money in flags if they are bought and sold well. If you would sell flags, don't be afraid to dirty a few by displaying them. Make your store the neatest and most attractively decorated in your district. Not only will that help sell flags, but it will be a good ad. in a general way. Money spent in this manner generally brings good returns.

Combination Window Displays.

Some retailers make unusually effective displays by showing several different lines in combination. I do not mean to put a general assortment of furnishings in the window at once, but rather to put a number of lines that show and sell well in combination. This is frequently done in showing collars, ties and pins. In one store a large display rack, with about eight arms or shelves, was arranged with stand-up, turn-down collars with a flowing-end tie attached on the top, third, fifth and seventh shelves and stand-up collars with bow ties attached on the second, fourth, sixth and bottom shelves. As the flowing-ends hung from the one shelf considerably below

THE GAULT BROTHERS CO. LIMITED

MONTREAL

WINNIPEG

VANCOUVER



Our travellers are out with a full range of

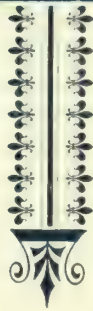
Men's Furnishings

FOR THE

FALL TRADE

Comprising all the latest novelties from **Foreign, American and Canadian** markets. See our range before placing your order.

Our range of
UNDERCLOTHING
is complete
including a large assortment of
Fleece-Lined Goods.



We are showing
the latest styles
in Austrian-Made
COLLARS.

When you are in need of **SHIRTS** ask
for the "Perfection" Brand, manufactured
by The Gault Brothers Co., Limited.

Sole Agents in Canada for Fownes' Gloves.

MEN'S FURNISHINGS—Continued.

the next lower one they were shown to good advantage. On each of the flowing-end ties was a neat pin. Flowing-end and four-in-hand ties arranged on the floor also formed a beautiful background for a further exhibit of tie pins.

An even better effect is produced by showing shirts in combination with these goods. A window which has attracted much attention lately shows on a rack a number of stiff-front white and colored shirts. Attached to these are collars and ties of various styles. As good care was exercised in making the combinations the beauty of the tie was enhanced by the somewhat quieter design of the shirt front and by the pure whiteness of the collar. As the shirt was not opened and as neither the collar nor tie was soiled in attaching them to it, the amount charged to "damage in display" would be light. In another window bicycle sweaters, hose and belts were displayed. At the back, sweaters, all fancily striped, were displayed in rows of three each. These were priced at \$1, \$1.25 and \$1.50. Between each sweater was a leather belt suspended from the arm of the display rack and holding a pair of hose. In the centre of the foreground was a small stand holding eight or ten pairs of bicycle hose in such a way as to show the neat, bright design at the knee. At either side of these were belts. Price tickets told that the hose were 75c., \$1 and \$1.25.

The Holiday Shirt in England.

Whether it be for yachting, fishing, golfing or cycling, or for any other kind of amusement, in which a certain amount of exertion is involved, sportsmen of all orders are agreed that the less starched material there is to crumple or soil the better, writes a London fashion authority. The reasons are too obvious to mention, and the only point of interest is the question of material. In recent years the soft-fronted shirt has been very popular in India-gauze, or "Oxford," as it is sometimes called, and it is pre-eminently the best cotton fabric for the holiday shirt. It is soft, and, for cotton, very absorbent; whilst its substance is sufficient to insure a cleanness of fit about the front, where it is exposed to view. The cuffs are usually starched and cut the same as a dress shirt, but for sport round corners are preferable. The centre box-plait in front is generally fastened with three pearl buttons. Signs are not wanting, however, to show that this kind of material has been superseded, and among the smart set of the sporting world there is a demand for very fine all-wool flannels. Now, of all materials that are a vexation and a snare, it is flannel. When it comes from the shirt maker nothing could be nicer, but the laundress—well, upon her head some dreadful imprecations have fallen when a shirt has been taken from the drawer reduced to liliputian dimensions. The unlucky person who starts to earn a livelihood with soap and water, and endeavors to keep society in immaculate attire, has unwittingly placed many an effective barrier between the soul of a man and the gates of Heaven, but of late years the treatment of flannels has been better understood and complaints are much less frequent. If a good laundry is requisitioned, one need have no fear, and flannels will look quite as good when washed as when new. Our manufacturers have been busy, and they have enlisted the skill of highly-paid artists and designers of practical ability, with the result that some really beautiful flannels are now to be obtained. The patterns supersede anything possible in cotton materials, because wool lends itself to artistic treatment in a greater measure, but some discretion must be used in the choice of colors. All sorts of

shades are shown, but, generally speaking, there are few art or "pastel" tints that are fast colors. Anything in the nature of china blue is safe, so are reds, pinks, greys, and black-and-whites. All colored fabrics are sure to become lighter in shade in the course of wear, and pale shades are consequently little in demand. Green will not stand at all, and browns in some shades are not at all reliable. The best qualities of flannels are the cheapest in the end, because the best and longest stapled wool is exclusively used, and shrinkage is less in these goods than in many of the so-called unshrinkable textiles composed of part wool and part cotton. In the strict interpretation of the term, nothing in the nature of wool, or where wool forms a part, is unshrinkable. There may not be any perceptible shrinkage in some of the best goods, but shrinkage there is, and it is anything but straightforward to affirm otherwise. Cotton will shrink one inch in 30 and sometimes more, but it only shrinks once and remains there, and if cotton will shrink it is obviously puerile for any vendor of a cotton-and-wool-mixed flannel to say the stuff will not run up in the wash. I am aware that there are many people who are not above misleading their customers wilfully, which is a scandalous and very short-sighted policy to say the least of it, but a great deal of the misrepresentation is also due to ignorance on the part of the seller, who has been misled, maybe, by some unscrupulous merchant. But these cases must be very rare, for our manufacturers are above suspicion as a rule, and implicit confidence may be placed in the word of any respectable shirt-maker. Cheap flannels are dear, and if the best goods are not procurable, it is safer to get India gauze, or what is a well-proved and most-excellent go-between—Anderson's Ceylon. This cloth has stood the test of ages, and is the best in the world to-day. It is half wool and half cotton. The flannel shirt of 1900 will be largely worn with links, and in this matter there is room for indulgence in sporting designs. The buttonholes are worked smaller to prevent links from falling out, and the links themselves are made in bar-like designs with the same view. Some I have seen were composed of golf-clubs, one in gold, and one in platinum or silver, and joined by a small gold chain. These commend themselves to enthusiasts of the game, but let no absent minded one call at the estate agents and inquire for golf-links. The kind these people dispose of could hardly be accommodated up one's sleeve. Other patterns included a cricket bat and wicket, an oar and gaff, and a pair thoroughly up to the day's topic was a linked rifle and cartridge. A very pretty design was shown in the oar pattern of gold and enamel, one of the blades being in dark blue and the other in the college colors. The idea may be carried further, and at Henley we may see studs in flannel shirt fronts of gold, with the badge or crest in colors of enamel, and they would certainly make a smart and becoming addition to the holiday shirt.

Duck and Linen Goods.

The city furnishers are already devoting considerable attention to white duck trousers, linen coats, yachting hats, etc. Many good displays can now be seen. One of the best I have noticed was a general display of these goods. At the back of the window, which was a deep one, were duck trousers in plain white and white with a light blue stripe; yachting caps with white canvas crown and black patent or tan leather or linen peaks and white and tan leather belts. The foreground of the window was devoted to white and dark grey linen coats, and duck and flannelette trousers. The display was, in many respects, ordinary and easily arranged, but, as the goods are seasonable, and as it is the most com-

THE CANADIAN DRESS CHART.

JUNE, 1929

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING	EVENING WED- DINGS, BALLS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE	INFORMAL DIN- NERS, CLUB STAG, THEATRE PARTY	BUSINESS AND EVENING DRESS
Coat.	Frock, black.	Frock or cutaway	Sacque or Norfolk jacket.	Evening coat	Monte Carlo.	Dark worsteds.
Waistcoat.	Black in Winter, white or brown holland in Sum- mer.	Black in Winter, white or brown holland in Sum- mer.	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with pique front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned down.	High standing or high turned down.	High standing or high turned- down.
Cravat.	White silk or dark blue or black foulard. Laven- der may be worn at weddings.	Fancy shades.	Ascot or hunting stock	White, not made up.	Black.	Fancy, of fashion- able shades.
Gloves.	At weddings, white or grey suede, tan.	Tan.	Tan.	White or pale lavender.		Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

MEN'S FURNISHINGS—Continued.

plete display of these goods shown in the city, it will not fail to attract trade. Linen vests are shown even more generally than duck trousers. The favorite effect seems to be a moderate stripe or polka dot on a quiet ground, though there is a good proportion of small checks, of which black and white is the most general. Single-breasts and double-breasts seem to be in about equal favor. Pearl buttons are generally used, though a few black and dark brown ones are also to be seen.

Attracting and Keeping Trade.

While it is good policy to attract as much new trade as possible by means of advertising, window display, etc., this feature of the business should never be allowed to have consideration before the retention of what trade has already been secured. He who tries to keep his customers gets more than he keeps who tries to get them. There have been several furnishers start in business since I started to write for these columns who seemed to be doing an excellent business. They frequently had special sales that attracted much attention and sold a great many goods, yet they have gone under. After studying the matter carefully, I have come to the conclusion that what each of these stores lacked—and what every one of the most successful stores possess—was regular customers. They depended on a transient trade to buy enough goods to pay heavy charges for rent, light, help, etc. To win this transient trade they found it necessary to adopt the cheap, bargain tactics of the departmentals. This necessitated a margin of profit too small for a new business to cover its expenses, and the result was failure. I have come to the conclusion that the bargain system of advertising does not appeal to a man as it does to a woman. The average man is willing to experiment a little, but he is more a creature of habit than a woman, and once he is satisfied that he gets fair value for his money, and feels that his furnisher knows his business, he can, as a rule, be depended on as a regular customer. As such he should be treated. Many men have preferences for certain colors or styles. To know these little things is to give the furnisher a good grip on his customer. But, above all things, a dealer should never treat a "regular" with indifference. For if a regular feels he has been slighted or treated meanly, he is not only likely to stop dealing with the dealer he feels has so treated him, but to tell his friends of his "injuries." If a furnisher could win one new customer every week and keep what he won, he would do a big business in three years.

What the Troops are Wearing.

The Imperial army clothing factory in Pimlico, London, is now sending out weekly to South Africa Winter clothing, such as serge suits, jerseys and woollen shirts and drawers, as fast as the hands can make it. Of full kits, 15,000 go out per week. Each man when he leaves England takes three suits—one for use on the passage out, one of khaki drill, and a third of drab serge. The serge will be worn during the coming Winter, when the nights have a touch of frost. Woollen drawers are a new item of outfit altogether. Up to the beginning of March 200,000 pairs had gone out, and now 15,000 to 20,000 go each week. Of drab serge suits, 140,000 will form a reserve stock to be drawn upon as the men may require them. Socks and warm woollen jerseys and cardigans are going out in vast quantities, and orders are increasing rather than showing any indications of slackening.

It is Easy if Done Correctly.

The high-band, turn-down collar which sets on the shirt as it should is sometimes objected to on the ground that its very perfection of "set" makes it a troublesome thing to deal with when fixing a tie around it. It is often complained that the closeness with which the outer part stands to the inner makes it difficult to pull the tie around for adjusting. I have never experienced this difficulty myself, and, I conclude, therefore, that the "struggle to get the tie around in front" is due to the wearer allowing the tie to slip up behind into that part of the collar which grips the tightest, and then trying to wrench it around by pulling downwards. If the tie is placed beneath or on a level with the stud behind, and the collar then closed down, the wearer, if he pulls gently and evenly, can bring the tie around as easily as if he was fixing it to an ordinary stand-up collar.

Lounge Suit Styles in London.

The variety in materials for lounge suits this season is more in the pattern than the color—indeed, it is nearly all in the pattern, seeing that the predominant shade in every sample is grey. A favorite kind with the patrons of the best West End tailors appears to be a grey check, the pattern being very small, and not brought out with any clearness to the face of the cloth. Another kind that ought to make up into smart lounge suits is a slate grey checked with a slightly lighter shade, with a "thin red line" check, larger than the ground check, faintly showing up from behind. Among the patterns are many of the herring-bone family; and there are numerous variations of striped designs on whole shades, all of which are very distinctive and yet quiet, and, consequently, specially suitable for lounge wear, upon which same "wear" one is apt to try so great a variety of Spring and Summer fancy waistcoatings, and so wide a range of color in ties. The man who is fickle in the matter of ties and fancy waistcoatings must not allow his affections to wander over a wide field of cloths, or he may envelop himself, literally, in alarming complications. A rich slate grey lounge will stand an almost boundless diversity of accessorial treatment.

The lounge suit may be single or double breasted, so far as fashion is concerned, but, considering the choice from the standpoint of comfort, there should be a preference for the single, by reason of its being cooler for Summer wear. Then, again, its front construction is better suited for displaying the fancy waistcoat. The lapels of the single-breasted lounge should be small and cut somewhat low in the step, so that when the coat is worn open, and rolled back, they do not stand up at each side of the wearer like a couple of wings. The bottom of the single-breasted lounge should have rounded corners, and although the garment itself is not made to reach down further than usual, a suggestion of added length is given to it by there being but three buttons in front, between the last of which and the bottom of the coat there is a conspicuous space of untouched material. It is this plainness from the waist downwards that makes one think, at first sight, that lounges are two or three inches longer this season than they were last. Three patch pockets in the ordinary positions, with buttons, and without any clearly-marked stitching to denote their size, look well; but there is no hard and fast fashion as to the nature and number of the pockets, and the purchaser is far from likely to divorce himself from style in the process of freely exercising his own choice. There is a centre seam down the back, but no slit; neither are there side slits. The three or four buttons on the sleeve must, of course, be made to button (it is only in cheap goods

Perrin's



Gloves.

QUALITY GUARANTEED.

It is a well-known fact that Perrin's Gloves are the best gloves imported into Canada, that is why they are kept by the best dealers in each town.

We have always a well-assorted stock on hand.
Mail orders are attended to with punctuality.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL



H. K. HAGEDORN, Manager.



Remember, Satisfaction Guaranteed.

The....

Berlin Suspender and Button Co.
BERLIN, ONT.

OUR
Samples

CONSTANTLY ON
THE ROAD . . .

NOVELTIES added from time to time. Trade has been increasing right along. The output for 1899 was 25 per cent. ahead of that of 1898.

1900 to date is 70 per cent. ahead of the corresponding period of 1899. Verily this is the growing time. To keep pace with our requirements, we have let the contract for new premises which will give us ample accommodation; enabling us to maintain our usual promptness in executing orders.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.

TORONTO.

ONT.

MEN'S FURNISHINGS—Continued.

that the buttons are sewn over a dummy buttonhole), and the sleeve from the elbow downwards should be a little close, so that the cuff, made to touch the shirt-cuff all around, may not appear to have been considered and planned out apart from the general design.

The double-breasted lounge looks best with two side pockets with flaps, and a handkerchief on breast pocket without flap. In other respects, deducting the fact of its being double-breasted, the coat is the same as the single, having centre seam down back, no slits, and sleeves close in the forearm.

Matthews, Towers & Co., wholesale mens' furnishings, are now established in their new warehouse, 14 St. Helen street, Montreal. It is a commodious four-storey structure, the increase in the firm's business necessitating the move to the new premises. Entering on the first flat from the street, are the private offices of the members of the firm, the



general business office, and a large sample-room. The three other flats above this are utilized for the large stock of goods which this enterprising concern carry. The basement underneath the sample-room and offices is utilized entirely for shipping purposes, being connected with the upper flats by a large hoist. The situation is a central one in the heart of the dry goods district and convenient to all the street car lines.

A New Idea in Umbrellas.

An Australian has taken out a patent on a new device for retaining the tips of umbrellas in a closed position which can be more easily applied and released than is the case with the ordinary ring and slide. It is proposed to fit the slide upon a tube fixed to the umbrella stick and to place at the upper end of the slide a spiral spring which tends to push the slide down so as to engage the umbrella tips. The barrel of the slide is formed with a small bayonet slot, and the tube carrying it is provided with a pin adapted to engage in the said slot. The arrangement is such that the umbrella tips can be released by pulling back the slide against the pressure of the spring and turning it slightly, so that the pin engages in the end of the slot. The slide is thus held clear of the tips, but springs into engaging position on a slight turn.

Shirts for Midsummer.

The change from early Summer to midsummer is hardly less gradual than the change it brings in the styles of goods shown by furnisiers. Yet, there has been a change in the furnisiers' windows in anticipation of the very hot days. This is principally noticeable in shirts. Soft bosom cambrics, zephyrs and silk fronts are to be seen everywhere. In undershirts, light silk and balbriggan are generally shown. In showing these goods the dealers make a point of impressing buyers with the early approach of hot weather, and with the fact that these goods are conducive to comfort in such temperature as we shall soon experience.

Bright Notes Here and There.

About eight months ago Messrs. Gillanders & Parsen opened a men's furnishing store in the Masonic block, Chilliwack, B.C. The stock of men's furnishings, clothing, boots and shoes is very tastefully arranged, which, as every one knows, has a great effect in selling goods.

D. G. Kirk & Co. have started as furnisiers, etc., in North Sydney, N.S.

The business of A. D. Brown, men's furnisher, Bridgetown, N.S., is advertised for sale.

Albert Viau has registered as sole proprietor of A. & D. Viau, men's furnisiers, Montreal.

Dambra & Wood, merchant tailors, London, Ont., have dissolved. Joseph Dambra continues.

Adrienne Deguise has registered as proprietress of Alphonse Deguise, men's furnisiers, Montreal.

The stock, etc., of the estate of E. B. Gallagher, men's furnisher, etc., Kingston, Ont., has been sold by auction.

Thibodeau & Cadieux, men's furnisiers, Montreal, have dissolved, and Martial and Eugene Thibodeau have registered partnership under unchanged style.

The extensive Fall line of suspenders of the Dominion Suspenders Co., Niagara Falls, "Trade Mark D" productions, will be shown by their travelers about June 15, 1900. The line will consist of many new and exclusive novelties in high-class well-made suspenders. Montreal office, 207 St. James street. Quebec office, 111 St. Joseph street.

Mr. Robert C. Wilkins reports that he was never so busy before and regrets keeping his customers waiting in some cases too long for their goods, but the mills are very slow in delivery in many lines which retards manufacturers very much. Speaking of overalls, Mr. Wilkins informs us that, owing to high prices, he allowed his stock to run pretty low, thinking the trade would be slow in buying, but the orders

M. MARKUS

Foreign Manufacturers' Agent
and

IMPORTER
OF

**Dry Goods, Smallwares,
Trimmings** for Clothing, Mantle, Shirt,
Cap and Fur Manufacturers.

**Silks, Satins, Velvets,
Velveteens, Felts.**

GERMAN TEXTILE GOODS
a Specialty.

Silk and Cotton Woven Labels.

STOCK OF TRIMMINGS COMPLETE.

SILK VELVET AND VELVETEENS
JUST RECEIVED.

30 Hospital St., - Montreal.

Toronto Office: 67 YONGE ST.

Genuine . .
Celluloid
Collars, Cuffs and
Shirt Bosoms

All Fine, Fresh Stock.

GENUINE GOODS are
stamped with our TRADE MARK.
Trade Mark.



The Miller Bros. Co., Limited

30 DOWD STREET, MONTREAL

Toronto Agent :

G. B. FRASER, 3 Wellington St. East.



WE are showing novelties
for mid-summer trade
in exclusive designs of Silk
and imported Zephyr Shirts.

It will be to your advantage
to look at our samples and
values when our representative
calls on you.

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

MEN'S FURNISHINGS—Continued.

have, on the contrary, been coming in so fast that he has now 1,000 dozen on order.

The Niagara Neckwear Co.'s travelers will be out about June 15 with their full Fall line which will consist of many exclusive and special confined novelties and patterns. Their range of silk will be more extensive than ever, consisting of over 1,000 different patterns fashioned into up-to-date American shapes. Montreal office, Phillip De Gruchy, 207 St. James street. Quebec office, L. A. Bergevin, 111 St. Joseph street.

Graham Bros., men's furnisiers, London, Ont., have secured the contract for supplying the 22nd Oxford Rifles and the 26th Regiment with shirts, collars and hats. The contract calls for 600 grey flannel shirts, with collars attached, and the same number of broad brimmed straw hats. As these are to be worn while the men are drilling at the annual camp of instruction, it looks as if the military authorities intend to give the men some degree of comfort while drilling.

The Dominion Suspender Co., Niagara Falls, have just placed on the market an entirely new idea in braces, "Our Defender," a double back-action elastic cord, so easy that the wearer is unaware that he has a pair of braces on. It is one of the many good novelties that this leading firm have produced. Show-cards accompany each shipment, with the picture of Baden-Powell, "Our Defender."

Wyld-Darling Co., Limited, are showing a fine assortment of goods for the holiday and sporting season. In shirts, they have some leading lines in zephyrs and cambrics, which they are offering to retail at 50 and 75c. Owing to the considerable rise in the price of these goods, these lines are of unusual value. In Ceylon flannel shirts with silk stripes, they have some very neat effects. These goods are in much demand for the boating season. The latest Summer collar is Wyld's "Hi-Hi," which is a stand-up turn-down shape, which sets and fits perfectly, yet allows any shape of tie to be worn without interfering with the effect of either, making a very dressy effect with negligee wear. In men's fancy half-hose, a large range is shown in all the newest colors in stripes, spots and checks, to retail at 25c. The kerchief tie is largely in demand with this house, where they are shown in the latest shades of blue, etc., in fancy checks, bandana effects, etc., to retail at 25 and 50c. This house is still offering the leading lines of fancy and brown balbriggan and natural wool underwear at old prices, as they placed large orders very early in the season to protect their customers.

SMALL DEBTS IN MANITOBA.

A delegation composed of merchants and representatives of the press association waited on Hon. H. J. Macdonald, Premier of Manitoba, lately, asking that legislation be enacted providing for a cheaper and more expeditious way of collecting small debts. A number of suggestions were advanced, and, in answering, Mr. Macdonald said he could see nothing unreasonable in the request made, and that the suggestion seemed perfectly fair. He asked time in which to consider the matter and consult with his colleagues.

The numerous friends and customers of Mr. George R. Joseph throughout the Lower Provinces will be pleased to learn that he has again associated himself with Messrs. Herman H. Wolff & Co., Montreal, and will carry, as in the past, their extensive and well-known lines.

PATRIOTIC DISPLAYS.

AS an example of what can be done in the way of ornamental decoration with flags and bunting, the warehouse, inside and out, of the W. R. Brock Co., Toronto, was a pleasing sight for several days during last month's patriotic celebrations. Inside, the smallwares department had been trimmed tastefully under Mr. Smallpiece's direction, and Mr. Catto had the business office embellished with flags arranged about the walls and desks, the whole presenting a taking appearance. Outside, long streamers of innumerable small flags were stretched about the two street sides of the warehouse so that it was a conspicuous sight in that part of the city.

The variety of flags aids decoration as well as sales. There are Union Jacks, Canadian flags, tricolors, St. George's Cross, and white, blue, and red ensigns. To these are added make-up flags, streamers, etc., so that a very fine decoration can be arranged in a short time. The advantage of small flags is that they require so little time to hang out. The coming Summer will see a great deal of decoration. The holidays on which we may expect displays, include the following :

Battle of Waterloo.....	June 18
Accession of Queen Victoria.....	June 20
School Closings	June 30
Dominion Day	July 1.
Civic Holiday	August

ZEPHYR WAISTS.

These are by far the most popular waists with the fashionable trade in New York, and are also having big sale in our cities. Messrs. Boulter & Stewart, always up to date, are showing a large assortment for immediate trade, just put into stock.

COLORED COTTON MILLS CO.

At the annual meeting of the Canadian Colored Cotton Mills Company, held in Montreal, May 25, the financial statement and annual report were presented, and found to be highly satisfactory. The following were elected directors for the ensuing year : Senator Geo. A. Drummond, D. Morrice, C. D. Owen, E. J. Clouston, T. King, and D. Morrice, jr. At a subsequent meeting of the directors D. Morrice was reelected president, and C. D. Owen, vice-president.

A VICTORIOUS MOVE.

Moving to Victoria Square has been a truly victorious move for the Alaska Feather & Down Company, of Montreal. Their previous office on Guy street was not as central as it might have been, but their new office, being in the heart of the dry goods district and very prominently situated, attracts buyers from all over Canada. The sample-room extends the full length of the building on St. James street, while the secretary's private office overlooks Victoria Square, the general offices and storeroom being on the south side of the building.

A splendid array of brass and iron beds serves to show off the springs, mattresses, pillows, comforters and cushions, which are the company's leading lines of manufacture. The bedspreads and down quilts are displayed on long tables, and large cases full of "jobs" in the quilt line await the bargain-hunter. The company's new factory on the canal bank, St. Henri, is also a satisfactory investment. Over a ton's weight of raw feathers are converted there daily into "Alaska" brand bed feathers and downs for quilts and cushions.

The Alaska Feather & Down Co. have THE REVIEW'S best wishes in their new office and factory.

Dominion Suspender Co
Niagara Falls
Makers of Trade D Mark Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls

Makers of American Styles
Of Neckwear

THE STANDARD SHIRT CO.

The annual meeting of the shareholders of The Standard Shirt Co., Limited, was held last month at the offices of the company, Delorimier avenue, Montreal. The statement presented, showing the progress of the company during the past year, was considered very satisfactory. The present board of directors was reelected for the coming year. At a meeting of the directors, held later, Mr. Samuel Bell was reelected president, and Mr. Charles B. Gordon managing-director.

The company issued, May 17, a circular to the trade in the following terms: "We beg to advise you that, owing to the continued advances in prices of many lines of goods which we handle, present prices cannot be accepted for any goods made by us, until orders sent us have been confirmed by us or our agents. A copy of all orders received will be sent you at the best prices we can accept at date of receiving same. All goods sold by you in excess of orders now placed with us will be at the risk of your having to pay advanced prices. The above applies to all goods made by us, viz., collars, cuffs, shirts, blouses, overalls, pants, etc."

S. H. AND M. 24-INCH VELVETEEN.

That there is in Canada an ample field for the sale of good specialties has been abundantly manifested, but seldom in a more marked way than the growth of the Toronto branch of the S. H. & M. Co., New York, etc. This firm make a specialty of skirt bindings. This is a small article, but the

S. H. & M. people make good goods, and their business has already become a comparatively large one. The methods of this company are largely the cause of the success they have had here. They are now devoting much attention to a 24-in. velveteen for blouse, waist and skirt binding. As for these purposes velveteen must possess qualities of strength and durability which are not found in millinery velveteens, the S. H. & M. Co. had the goods converted expressly for the purpose they are intended for. They are, furthermore, made in from 18 to 20 ft. lengths, are made in 40 shades, and are kept in stock all the year around. It is not surprising when this firm put their goods on the market just as conditions make most advisable that they find the demand for them constantly increasing throughout the country. It always pays to suit goods to the market.

HOSIERY, GLOVES, AND UNDERWEAR.

These are goods that merchants want at once when they order them at this season of the year. For several years back the W. R. Brock Co., Toronto, by carrying an immense stock of all three lines have been able to execute almost every order sent them for any size, any kind, or any price of staple goods. This season is no exception to the rule, and, while many large importers have not yet got their Spring orders to hand, the W. R. Brock Co., have their warehouse filled up, and can furnish samples and quotations, besides being able to ship goods on receipt of order.

SETTLEMENT OF THE EXCHEQUER COURT SUIT.

Queen vs. Fitzgibbon, Schafheitlin & Co.

THE case of the Crown vs. Fitzgibbon, Schafheitlin & Co., Montreal, was tried at a sitting of the Exchequer Court, in Montreal, before Mr. Justice Burbidge, on May 7, and following days. The charge was one of fraud in valuation of goods for entry, and claims for \$23,000 and \$144,352 against the firm were made.

The position of the defendants was given by Mr. Schafheitlin. The firm contend that they acted throughout in good faith with no intention of defrauding the Customs. All the entries were made in a regular way and the practice followed by importers generally adhered to. The charge was laid against the firm in December, 1897. Mr. Fr. Schafheitlin formed a partnership with Mr. Fitzgibbon which succeeded to the firm of Thouret, Fitzgibbon & Co., importers. Mr. Schafheitlin made the purchases in Europe from the manufacturers and reconsigned the goods from Berlin to Montreal. Mr. Schafheitlin had experience as a buyer, while Mr. Fitzgibbon knew the Canadian trade and practically sold the goods which his partner bought. They did a large business. The two firms in six years' time paid \$469,000 in duties to the Government, and the present firm in three years paid in \$230,000. In an elaborate defence submitted to the Minister of Customs in April 1898, Mr. Schafheitlin explained that, in making up invoices for the Montreal house, he deducted trade discounts, as well as the cost of carriage of goods from the manufacturer, on the invoices. This deduction explained any discrepancies in figures. The invoice sent to Canada showed the true price of the goods chargeable to the firm at the ordinary terms of credit, and represented the fair market value of such goods sold for home consumption in Germany and in other parts, and purchased on the spot by a prudent and watchful buyer.

Mr. Michael Fitzgibbon, another member of the firm, gave evidence, stating among other things, that the firm had a large number of keen competitors, who, being jealous of the large business they did, laid complaints against them at the Customs. These complaints were inquired into, and the goods submitted to a keen test, but everything had been found regular. To the best of his knowledge, the firm had always paid full value for all their goods, and sometimes more than the Government was entitled to receive.

Mr. R. S. White, collector of Customs, gave evidence that was largely of a formal nature, as to the method followed at the Customs House in dealing with invoices. He testified that the collector had to follow the Orders-in-Council and the Departmental instructions issued from time to time. In 1889 the Department decided that charges for inland freight in Europe were not dutiable. The matter of trade discounts was left to the appraisers largely. Samples of no commercial value were not dutiable, but otherwise they were. Some firms imported from their own agents and handed in invoices from them, and not from the manufacturers.

The chief witness for the Crown was Richard Kannengiesser, formerly in the Berlin office of the firm from 1885 to 1896. He swore that the original invoices—the manufacturers' invoices—were kept in Berlin, and to Montreal were sent

invoices from "Fr. Schafheitlin to Fitzgibbon, Schafheitlin & Co., Montreal." The manufacturers' invoices were entered in a journal, and also the amounts debited to the Montreal firm, and these amounts were subsequently transferred to a ledger. The goods were debited to the Montreal house, at a cheaper rate than shown on the original invoices, according to a scale prepared by Mr. Schafheitlin. On some goods the difference would run from 5 to 15 per cent., but in some special lines of fancy goods the difference would be as much as 20 or 25 per cent., as it was more difficult for Customs officers to appraise the real value. The witness went into great detail with reference to the value of invoices, and the system followed in the Berlin office.

In cross-examination, questions were asked witness to show that, while in the employ of the firm, he had taken away, for the use of the Canadian Customs authorities a copy of the scale for the reduction of values on importations and other documents, and that before his dismissal from the concern he had begun to prepare a book of memos. in case Mr. Schafheitlin should not treat him well. He had brought this evidence before the Canadian authorities in revenge, and, if he had had his salary increased, he would not have made the revelations. The Canadian authorities were paying him \$1,000 for his services during two months' absence from Berlin and one-third of the net proceeds received from the penalties.

THE SETTLEMENT.

On May 16, when the court opened, the counsel for the firm, Mr. Latchford, said he and his colleagues had been consulting with their clients, with a view to making a proposal for a settlement of the case which might meet the ends of justice and be entirely satisfactory to the different parties concerned, under the circumstances. The defendants, taking into consideration that the litigation extended over ten years of business; that an appeal would certainly follow to the Supreme Court by one party or other in the suit; the heavy costs; the uncertainty in which the firm was placed, preventing it from carrying on its business, with certain other considerations, had led the defendants to admit technical infractions of the Customs laws as regards at least one member of the firm, though there had been no wilful violation of the law. Under all these circumstances, the defendants in the case of Fitzgibbon, Schafheitlin & Co. were willing that judgment should be entered against them for \$2,000 for Customs duties, and \$8,000 for penalties, with costs, and the firm of Thouret, Fitzgibbon & Co. for \$10,000 for Customs duties and costs in full settlement of the claims of the Crown. This, he thought, would satisfy the ends of justice.

Speaking for the Crown, Mr. Newcombe stated that he and his brother counsel had considered the remarks made by the judge as to the small difference in the invoices, showing that fraud could not have been intended in the way of undervaluation. They also appreciated the remarks of their friends on the other side as to the difficulty of securing exact correctness, owing to the time which had elapsed. They had also taken into consideration the length of the case not yet commenced, and the time which the Government officials would be called upon to devote to that case. Of course, the interests of justice had to be looked to, and the Government was satisfied that a grave wrong had been done, and it was necessary that the rights of the Crown should be recognized. Under all these circumstances, they had come to an understanding which was acceptable to the Government, if it met with the full approval of the court, and he was now authorized to leave it to the court to decide whether or not judgment should be pronounced

in accordance with the terms just mentioned by his friend on the other side.

In opening his remarks, the judge said that the primary object in cases of this kind was that the law should be upheld, and that irregular methods should be replaced by proper methods. There appeared to have been no complaint against the defendants since 1895, and the object above mentioned had been attained in that respect. Another point was that those who break the law must suffer the penalty incurred and serve as an example to deter others from similar violation. The judge has no discretion in the matter of the money penalty in such cases, which must be fixed at double the value of the goods. But, counsel for the Government has the power, under the law, to remit any portion of the penalty, and, consequently, can agree to such terms of settlement as he may think proper. In the present instance, the court had no reason to suppose that the settlement arrived at was not fair. On the contrary, he considered it fair, and was disposed to give it full effect. The case accordingly came to an end.

DISSATISFACTION IN THE TRADE.

The opinion of the dry goods trade is unfavorable to the settlement. The dry goods section of the Toronto Board of Trade adopted a resolution (for submission to the council of the board), regretting the settlement, and complaining of the injustice to honest importers in compromising any case where fraud is charged. The resolution says that the law should be allowed to take its course.

George Dale, formerly with Gillespie, Ansley & Co., Toronto, and A. C. Wittman, formerly with Silverman & Boulter, Montreal, have joined the staff of W. J. Hammond, Winnipeg.

MR. BRUSH IS NOW SOLE PROPRIETOR.

Mr. S. B. Brush, who has been general manager of Brush & Co., Toronto, since that firm succeeded Clinton E. Brush & Bro. as manufacturers of Ball's and B. and C. corsets, etc., has purchased the entire business.

The business will be continued under unchanged style, and Mr. Brush will continue as active manager as well as proprietor. It is needless to say, therefore, that the same energy and enterprise which have characterized its management, and the same up-to-date and practical value that has been a feature of its output in recent years will be manifested to an even greater extent in the years to come.

As Mr. Brush is personally popular in retail as well as in jobbing circles, this evidence of his prosperity will be noted with pleasure in very many towns in Canada.

The Schofield Woollen Works, at Oshawa, are in operation again, and, notwithstanding the fire, the output of manufactured goods this year will be much larger than formerly. This will be accomplished by the addition of a number of new and improved machines.

Mr. R. J. Inglis, the well-known merchant tailor of St. Catherine street, Montreal, has decided to put up a fine new building adjoining the one he now occupies. He has purchased the four stores immediately east, and, as soon as the present leases expire, and the tenants get out, he will start the work of pulling down. The lot is 50 by 102 feet. The building, which will be of stone and brick, will be three storeys high and will consist of two stores, one of which will be occupied by Mr. Inglis.

Window Display..

is an advertisement. Makes sales easy and quick, when your goods are displayed on our practical up-to-date

WINDOW DISPLAY FIXTURES, PAPER MACHE, WAX FORMS.

Toronto Brass Mfg. Co.

91-95 Richmond St. West,

TORONTO.

The Auer Gasoline LAMP

100 Candle Power.

SATISFACTION GUARANTEED OR MONEY REFUNDED

Approved by Can. Fire Underwriters' Association.

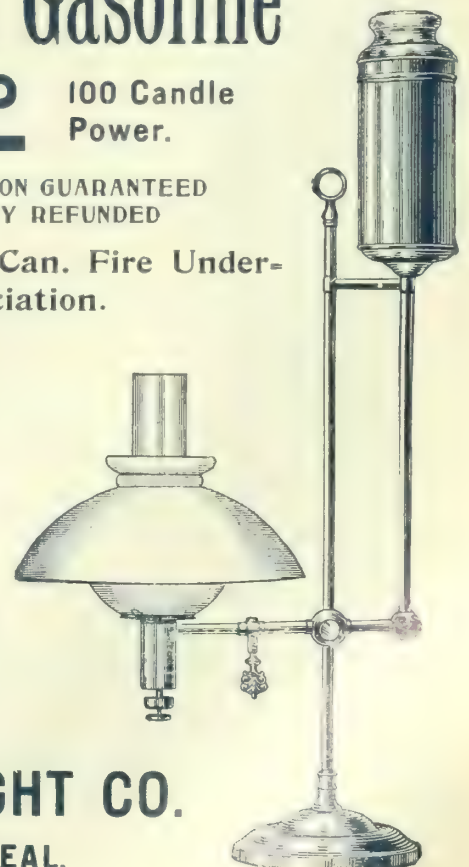
SEND FOR CATALOGUE.

No. 1 \$7.50

5 STYLES

AUER LIGHT CO.

MONTREAL.



REGISTERED

TRADE MARK



The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are:

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto



Clothing and Woollen Trade.

WELL-DRESSED MEN'S FASHIONS.

SAYS a high authority in New York : In the evening coat there is hardly any perceptible change in cut or finish from the fashions in vogue at the beginning of the Winter season. It is true, the velvet collar, never much worn in this country, is now rarely seen, and the roll collar on a long tailed coat seems to be a thing of the past. There may be the merest suspicion of extra length to the tails and a narrow waist line, but nothing worthy of being called distinctly new. The fashions in evening clothes change less rapidly and far less radically than is the case with most other styles of garments ; in consequence of this, if it is in good condition, a man may wear to-day a coat made one, or even two years ago, without fear of looking old-fashioned and out-of-date.

Unfinished worsted is, perhaps, the smartest and best material, although a good dress worsted has some advantages, notably that of not so readily catching the dust and picking up the small particles of lint and wool from the upholstering of furniture. On the other hand, unfinished worsted being less smooth in finish than dress worsted, and of a slightly duller appearance, is likely to wear longer without traces of the shine that comes from the friction caused by the rubbing of materials.

The evening coat should be made to fit the figure perfectly, without, however, being in the slightest degree tight or drawn ; it should be snug setting, and, at the same time, easy and comfortable to wear. This is the tailor's art, and in applying it the man who thoroughly understands his business studies the individual characteristics of his customer's figure, bringing out what is good and concealing what is bad. The man, for instance, with a round back and prominent shoulder-blades, should have his coat hang fairly straight behind, rather than cut deeply in at the small of the back, and the clever tailor should be able to do this without destroying the side waist lines. The man with round or sloping shoulders should have them made square and straight looking by the cut of his coat or even by the use of padding, if necessary. The narrow-shouldered man should have the shoulder seams of his coat made as long as possible, and the collar made narrow, so as to give an effect of breadth.

The dinner coat suit may be made of dress or unfinished worsted. It is advisable to have it of the same material as the evening suit, as, in that case, the waistcoat and trousers may be worn interchangeably, or one may even get along with only one pair of trousers and one waistcoat. I have noticed lately

on several pairs of evening trousers black braiding nearly three-quarters of an inch in breadth. It is not a detail governed by any strict rule of fashion, but rather by a man's individual ideas, or more frequently by the ideas of his tailor as to what looks best. Personally, I prefer the one-quarter of an inch broad braid, and it certainly is best for a short man.

The dinner jacket should hang almost straight from the shoulders, exactly as a sack coat hangs ; it should not follow the lines of the figure closely, although, of course, there is some spring to the seams. In length it should fall to the bottom of the sleeves, when the arms are dropped by the sides in a natural position. The rolled collar should be faced with silk to its entire width, and should extend about half way down the front of the jacket. Notched lapels are sometimes made on dinner coats, but the roll or shawl collar, as it is sometimes called, is most usual and correct.

In the window of one of the clothing shops there has recently been exhibited on wooden models a number of sack coats and dinner jackets of an exaggerated type, cut to fit very tight and with a decided waist line. They give one the impression of being exceedingly uncomfortable, and, I am sure, must make the man who wears them look something like a caricature. In the same window is shown a grey frock coat, with silk facing and a black velvet collar, which is, of course, decidedly bad style.

Notwithstanding the advent of the pointed-end bow-tie, several of the smart haberdashers are still selling a great many of the old bat-wing shape ; with a dinner coat the square-ended bow of black silk, tied in a small knot, with short, broad wings, is most usually worn. With morning clothes the pointed-end bow, made narrow in the middle, which comes at the back of the collar when tied, and gradually broadening out to the ends, is rather the most smart.

With the coming of mild, Spring weather, tan shoes have, in a great measure, taken the place of black calf boots for day wear, and in a few weeks the derby will give way to the straw hat. There will be very little change in the shape of the Summer hat ; we seem to have gotten rid of the ugly broad brims for good, and to have settled on a happy medium most becoming to the average man. Rough straws have, for the past few years, been most worn by smartly-dressed men, and in this respect it looks as if there would be no change. The fine, smooth straws are rather the lightest and most comfortable, but the coarse weaves, with thick, double brims, have the most style, and are the most popular, especially with the younger set,

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty

Tailor-Made Skirts and
Jackets

Men's Negligee Shirts

Top Shirts

Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,
of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East
TORONTO.

JOS. W. WEY,
6 Bastion Square,
VICTORIA, B.C.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'
TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



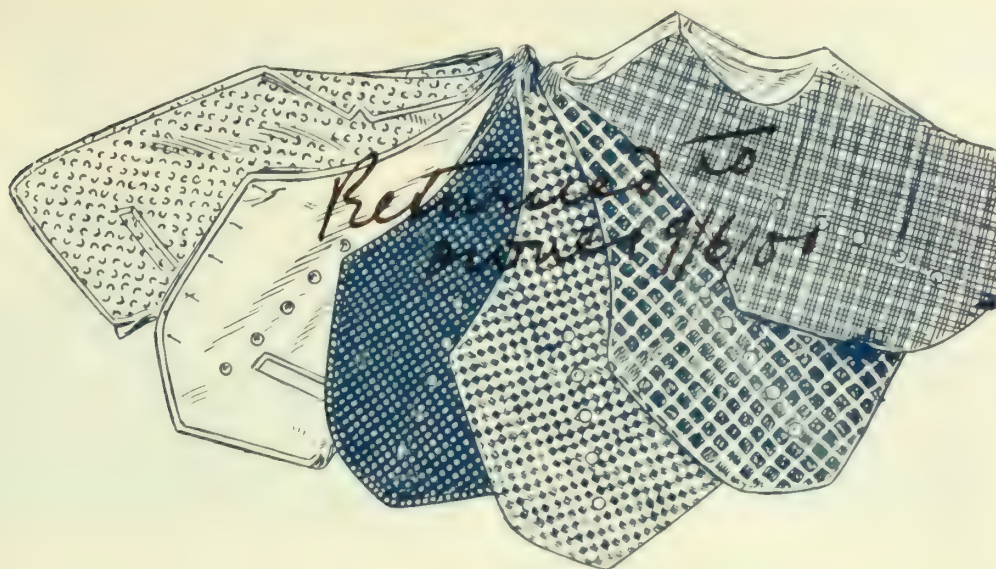
WOOLLENS

and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.



Have you seen our magnificent range of Fancy Vests, single or double-breasted, at \$1.50, \$2 and \$2.50?

DON'T MISS SEEING OUR LEADERS !

Leader No. 1. . . .

Our \$4 line of men's genuine all-wool freize ulsters, all shades, heavy tweed lining.

Leader No. 2. . . .

Our \$5 line of men's double-breasted heavy all-wool tweed suits.

If our traveller does not call on you send post card for sample garments, sent at our expense.

M. SAXE & SONS

Montreal's Leading Wholesale Clothing Manufacturers,

Corner St. Peter and Lemoine Streets, -- **Montreal**

CLOTHING AND WOOLLEN TRADE.—Continued.

who also wear with them colored silk bands. These bands may be bought extra at all the good hatters, in various stripe designs, so that one may have several and change them at will.

For wheeling or knocking about the country it is better to wear a dark Norfolk jacket or sack coat than one of the same material and pattern as the knickerbockers. So many entire bicycle suits are sold by the cheap tailors and ready-made clothing shops that they have become common by much use, and are little worn by the best-dressed men. A Norfolk jacket of dark tweed goes very well with short trousers, and this style of coat seems to be again coming into fashion. All summer trousers, whether of flannel or other materials, should be made with loops at the waist for a belt. During the warm weather waistcoats are very generally discarded, and it looks exceedingly bad if the trouser band or suspender buttons show above or below the belt.

It is not possible, as yet, to say definitely what style of belt will be considered the most fashionable, if, indeed, there is one style better than all others. I have seen some made of grey suede, some of black, and some of white leather; one may find light and dark shades of tan leather, plain or stamped, with or without rings at the side, and with more or less fancy buckles of nickel or brass, judging from past years and general principles of good style, it would seem that the belt about one and one-half inches in width of plain tan leather, with simple nickel or leather-covered buckle, would be the most correct. Personally, I prefer a belt with side rings, as it has more give and is less stiff than the unbroken strips. Cinch fastening belts have never been much worn by men.

Few better evidences of good times in Canada are to the fore than the fact that this is the busiest Spring season the merchant tailors have ever known. For some weeks tailoring establishments have been working hard to get out orders. In most of the shops the merchants stopped taking orders for work that was required by May 24, and some establishments refused orders a month ago, owing to the congested condition of their cutting tables and workrooms. Many striking patterns in suitings for Summer are in vogue, and the demand is good.

John Mackenzie & Co., Summerside, P.E.I., have moved their store and tailoring establishment to the building formerly occupied by Rogers & Rogers. The store is very conveniently arranged and nicely adapted for the furnishing business. Mr. John Mackenzie, as a cutter, is well-known in the locality.

The Sanford Manufacturing Co., of Hamilton, have received an order for 30,000 khaki serge uniforms for the Imperial troops now fighting in South Africa. The contract calls for the delivery of the uniforms in four months, in lots of 2,000 per week. The material is now in stock and consists of 550 bales of goods. The business of the contract was done through the Dominion Government, and an inspector has been appointed by the Government.

Some years ago the present Emperor of Austria received the gift of a suit of clothes, the wool used in the manufacture of which had actually been growing on the sheep's back 11 hours before the garments were completed. At 6.08 in the morning the sheep was sheared; at 6.11 the wool was

washed; at 6.37 dyed; at 6.50 picked; at 7.34 the last carding process was finished; at 8 it was spun; at 8.15 spooled; at 8.37 the warp was in the loom; at 8.43 scissors and needle. At 5 o'clock the suit, consisting of a hunting coat, waistcoat and knickerbockers was finished and ready for the Emperor's use.

Clothing manufacturers in Germany appear to be losing their hold of foreign markets. In 1896 the exports of ready-made clothing from Germany were £4,720,000, in 1897 they dropped to £4,415,000, whilst in 1898 they only amounted to £3,265,000. Thus there was a decrease within two years of £1,455,000, or nearly 31 per cent. To England alone the exports fell off to the extent of £715,000, to Holland £205,000, to Switzerland £165,000, to the United States £110,000, and to Canada £45,000. This decline is attributed to "the exorbitant Customs tariffs of foreign countries" and to the Canadian preferential treatment of English manufactures as against German.

Messrs. E. Ripley & Son, Limited, of Bradford, Eng., are now dyeing and finishing Irish homespun for some of the leading Dublin houses, and the latter are quite satisfied with the results attained. The finish is described as infinitely better than that hitherto obtainable, and, of course, the goods are dyed in the latest fashionable shades.

The fact that the Sanford Co. have been awarded the contract for 30,000 khaki serge uniform suits for the British soldiers in South Africa to be turned out at the rate of 500 complete suits a day is creditable to Canadian enterprise. It should also be an object lesson as to what may be accomplished by Canadian manufacturers in supplying ready-made clothing for South Africa after the war is over. Already United States manufacturers are preparing to look over the field, and have asked the Canadian manufacturers to share the expense. There will be a demand for other articles as well as clothing which Canada can supply quite as well as either Britain or the United States.

BIG DRY GOODS INCORPORATION.

The Siegel, Cooper Company has been organized to take over the business and property of Siegel, Cooper & Co.'s stores in New York and Chicago and to introduce a plan of profit sharing with employees. The company has been incorporated under the laws of New Jersey with a capital stock of \$24,000,000, divided into \$14,250,000 6 per cent. cumulative preferred stock and \$9,750,000 common stock. The par value of the stock is \$50. After the payment of full dividends on the preferred stock and 3 per cent. per annum on the common stock, all additional dividends are to be apportioned on the basis of one third in amount on the preferred stock and two thirds in amount on the common stock.

The new company offers for public subscription 200,000 shares (\$10,000,000) of the 6 per cent. preferred stock at par. The money required to pay dividends on these shares has been set aside and will remain for deposit with the Central Trust Company of New York and the Illinois Trust & Savings Bank of Chicago respectively, to secure the dividends of 6 per cent. per annum, payable semi-annually, for a period of five years from July 1, 1900, on all such preferred stock as may be allotted. Under no circumstances will any of the preferred stock not so allotted, nor any of the common stock, be sold.

The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the ———

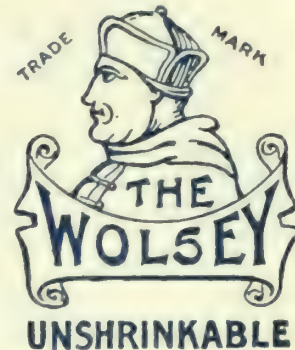
"Tiger Brand"

of Underwear, in plain and fleeced effects.



EIDERDOWN SPECIALTIES
and **SHOE LININGS.**

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

Fall, 1900.

.....

Canadian Woollens
and ———

General Dry Goods

See



Fleecy Lined Shirts and Pants. Fleecy Lined Top Shirts.
Knitted Shirts. Flannel Shirts. Cloth Shirts.

Our



Cardigans. Pull-overs. Jerseys. Socks. Over-socks.
Hosiery. Mitts. Fingerings. Yarns, etc.

Travellers'



White Blankets. Colored Point Blankets. Rugs.
Grey Blankets. Horse Covers. Horse Blanketing.

Samples



Beavers. Meltons. Serges. Suitings. Pantings.
Dress Goods. Flannels. Druggets. Etoffes. - Friezes.

Sample Rooms
Temple Building,
MONTREAL.

P. Garneau, Fils & Cie.
QUEBEC.

Sample Rooms
Sandford Block,
WINNIPEG.

"Tiger Brand" Clothing



"Tiger Brand" is the best clothing being produced in Canada to-day.

"Tiger Brand" has the most style---and the label's the quality guarantee.

"Tiger Brand" is a trade-winner for the dealer, because it gives such absolute satisfaction to the wearer.

"Tiger Brand" assortments for present demands are complete---and wire, letter, 'phone or personal orders have our quickest attention.

E. BOISSEAU & CO., TORONTO

TEMPERANCE AND YONGE.



SUMMER CLOTHING



OUR STOCK IS COMPLETE IN . . .

— For Warm Weather.

Lustre, Duck, Crash and other lines, in Coats, Vests
and Trousers.

NEGLIGEE SHIRTS.

Our travellers are now on the road with a full range of shirts, including several lines
at clearing prices.

Do not delay in buying above lines until the weather suits, but be prepared for the rush.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, TORONTO.

THE . . .

“Beaver Brand” Macintosh

This is what our customers say: “Never had Macintoshes
that gave such satisfaction as the ‘Beaver Brand.’”

HAVE YOU TRIED THEM YET?

If not, begin the new century with Macintoshes that will give the
greatest satisfaction to you as well as to your customers.

**THE BEST AND CHEAPEST MADE
OR SOLD IN CANADA.**

Write us if our traveller does not call on you.



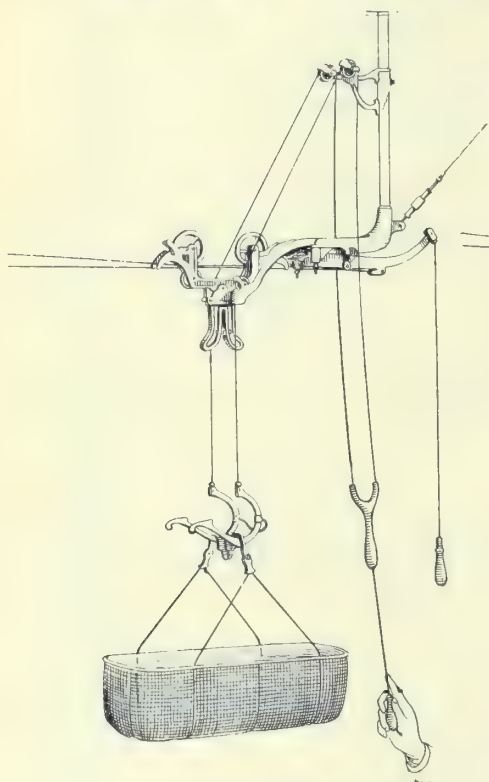
The Beaver Rubber Clothing Co.

1490 Notre Dame St., MONTREAL.

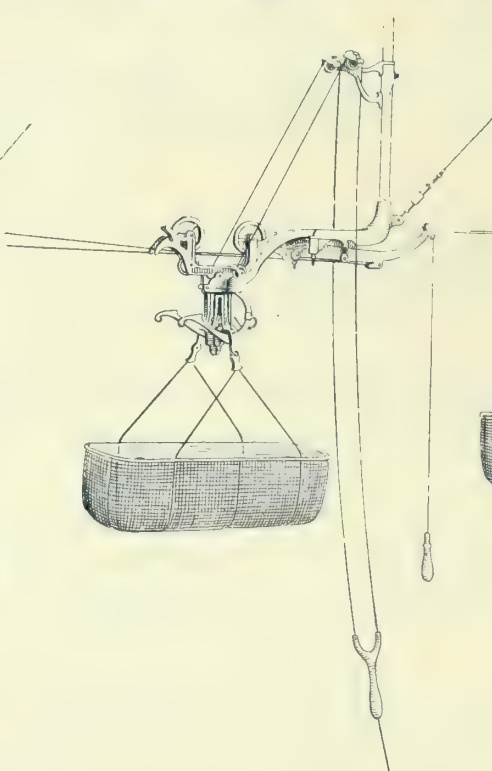


“RAGLAN.”

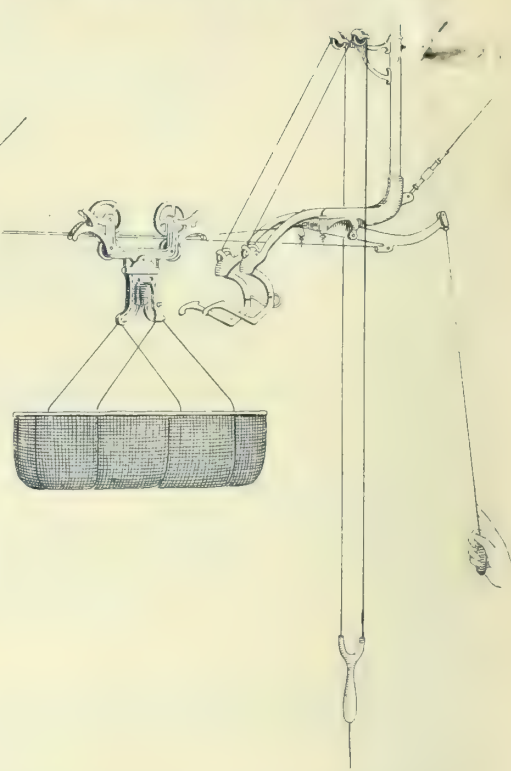
CASH AND PACKAGE CARRIERS



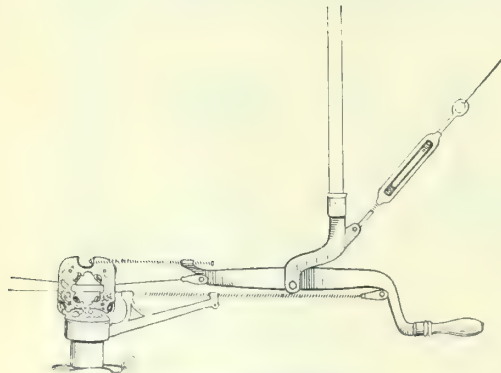
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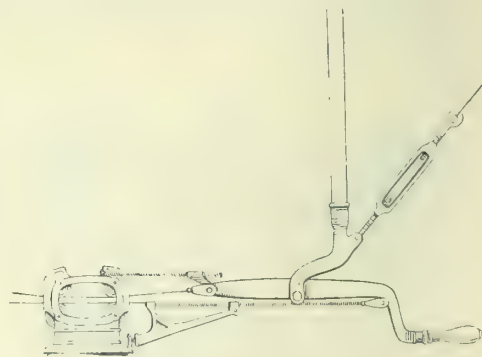


IN THE ACT OF BEING SENT OUT.

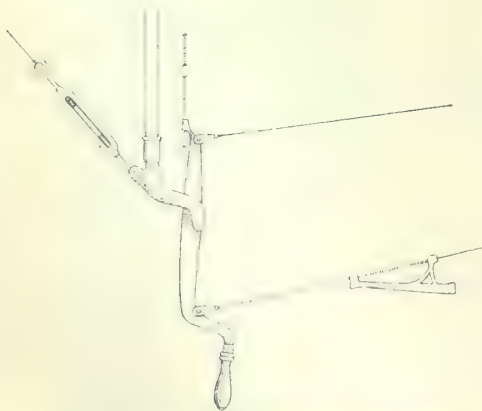


CASH CARRIER.

Store Service
Methods,
Package and
Cash Carriers,
Pneumatic Tubes,
Cable Carriers.



MESSAGE CARRIER.



OUT STATION GRADE CARRIER.

No contract too small, none
too large.

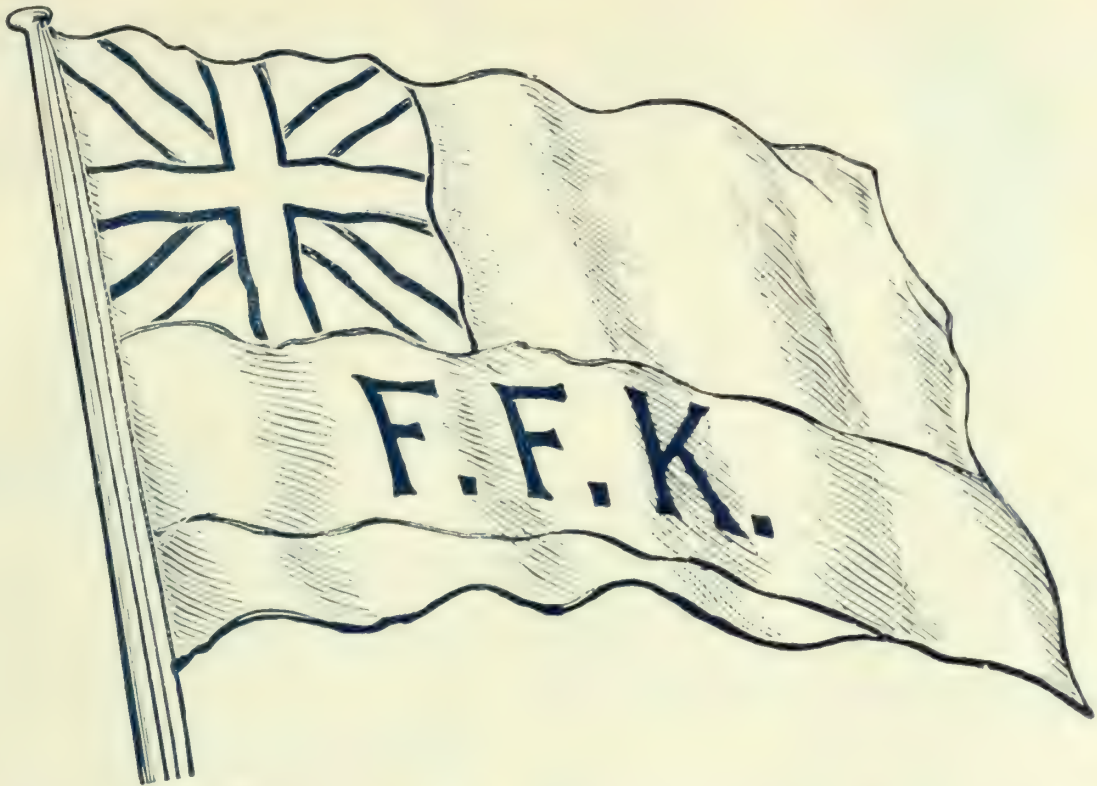
Send for estimates, circulars,
testimonials, etc.



LOW LEVEL PACKAGE CARRIER.

HAMILTON BRASS MANUFACTURING COMPANY, LIMITED

259 to 269 James St. N., HAMILTON, ONT.



Popular June Goods

Banner Blouses, all styles, sizes and prices.

Embroideries, in Edges, Insertion and All-Overs.

Laces, in Edges, Insertion and All-Overs.

Jet Elastic Belts.

Belt Buckles, in a thousand styles.

Black Cotton Hose.

Ladies' Stock and Puff Ties.

Quantities of "Brais" Brand goods, including full line of Regatta Shirts, full lines of Outing Shirts and ranges of Silk Front Shirts.

Linen Collars, in all styles and prices.

All at liberal discounts, and in many instances less than cost of manufacture.

National Ribbons, in all widths and prices, as follows:

1½ is 60 cents. 3 is 90 cents. 5 is \$1.25.

F. F. KELLY, MONTREAL

IMPORTER AND JOBBER OF GENTS' FURNISHINGS
SMALLWARES AND DRY GOODS SPECIALTIES.



The *Millinery Season*

Mantles, Trimmings and Laces.

MILLINERY AT THE PARIS EXPOSITION.

ONE of the features at the Paris Exposition is the interior of a millinery establishment as it was in the period known as the Directoire. The furniture of the place is all of the period, and the models of the hats, caps, etc., are all those in fashion at the time. Some would bear reproduction to-day. One of these is a broad, flat turban of gauze with a trimming of pearls and a brush aigrette which is not at all unsuited for the present fashionable styles in toques. This particular model had its origin in a turban made in honor of the Turkish Ambassador's visit to Paris.

Other curious but striking shapes shown include a helmet-shaped bonnet, and a poke-shaped bonnet with a high crown that is strapped with black ribbon velvet in exactly the same fashion as on some models shown at the present time in London. The forty tableaux are of historical interest and portray the fashions of the past and present, ranging from a group clothed in skins—arranged in a rude hut in a Druidical forest—down to the most recent revelation, as it might well be called, of a lady in evening dress, where one is lost in wonder how the wearer keeps the weight of the cuirassed bodice on by means of the very narrow shoulder straps—or rather apologies for straps—provided.

MOURNING STYLES IN ENGLAND.

Mourning styles show considerable novelty in make and material, says The London Millinery Record. For very dressy, slight mourning toques, black tulle, crepe de chine, lisse, net and chiffon are largely used, and dull effects are greatly aimed at. Glistening jet does not seem so much used at present. For deep mourning style, English crape has returned to general favor and is now dressed with the utmost softness, so that it can as easily be adapted to the fashionable draped effects as the softest mousseline or chiffon.

LONDON MILLINERY NOTES.

The new models evidence a liberal use of flowers, tulle, crepe de chine, lace, aigrettes and ospreys; very few feathers.

Elongated turbans of black coarse fancy straw or jet-spangled net are new and appear to find favor. They are low-crowned, and are draped on the one side of the turban brim with butter-colored lace and on the other with black ostrich flats.

Another variety shows a black crin shape with the flat top covered with rows of black and tuscan straw lace, and the whole brim draped with tuscan-colored luxiel lace, having the addition of a black feather on the left side and a strass ornament in front.

Pale blue, mauve and rose-colored soft satin ribbons are

all blended in one large knotted bow as the front trimming on a white fancy chip hat that is lifted on the left side in Gainsborough fashion and has seven pale pink roses disposed on a black velvet bandeau from back to front.

Very quaint shepherdess shapes, with low crowns and wide gracefully-undulated brims, are entirely covered or draped in soft-toned crepe de chine and wreathed with a number of roses in graduating tones of one color.

An instance is a model covered in flat wide folds of pale blue crepe with a double undulated brim, each edged with panne crossway binds. The crown is covered with a shape piece top, and a headband of folds in the crepe is wreathed with open roses in soft pastel shades of light and dark mauve. The brim is slightly uplifted in the front with a knotted bandeau of blue panne.

Another model in the same shape is covered with lilyleaf-green crepe, which is further used to form a wide, outspreading bow across the front, each loop and end being ornamented with an inset and edging of butter-colored guipure insertion, a small bow and ends of the same being sewn to a narrow band across the front to slightly uplift it.

The feeling is strong for roses, and, in addition to the large open varieties, there are many small, tightly-made patterns and quantities of unopened buds used in the new models.—London Millinery Record.

THE MILLINERY SITUATION.

When a representative of THE DRY GOODS REVIEW called on the firm of S. F. McKinnon & Co., Limited, at their new warehouse, corner of Wellington and York streets, he was met by a member of the company.

When asked how they liked their new warehouse, also about the size of the building, the answer was: "We are thoroughly satisfied with it in every respect.

"As you see, it is nine storeys high including the basement, every corner well lighted—the great essential to a millinery warehouse.

"You ask of the May trade. In our opinion it was quite satisfactory—the reply does not need consideration. In all our departments, including mantles, costumes and skirts, our orders and output for the month were in excess of the corresponding month of last year. Yet, we do not believe that the trade generally throughout the country came up to expectations. The unusually cool weather militated somewhat, not only against millinery, but trade in general.

"Generally speaking, the April trade was good, so, that taking the season up to this date, the millinery trade of the country has been satisfactory, while, from the June orders so

WHOLESALE MILLINERY.

+++

**NO
ABATEMENT**

+++

The enthusiasm shows no sign of abating. The demand is very strong in the following lines:

Sailors---in all the latest New York styles; all prices.

Leghorns---large stock on hand.

Chiffons and Nets---in White, Cream, Black and leading colors.

Black Satin and Velvet Ribbons, all widths.

NO DELAY IN FILLING ORDERS.

THE D. McCALL CO., Limited



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

95-100 KING STREET WEST,

TORONTO

MILLINERY—Continued.

far, we are encouraged to believe that the present month will show good results.

"As you know, the country was beginning to suffer from drought; but the fine rains of the first two days of this month were worth millions to the earth, and will do much to stimulate present trade and encourage buying for Fall.

"In speaking of the leading features in trimmings, as far as the season has gone, and the likely leaders for June, this firm say that, for the first time in a number of Spring and Summer seasons, flowers have had to take a second place, chiffons claiming the first.

"The demand for chiffons has been, is now, and will be, great. Mechlin nets, laces, taffeta silks, plain ribbons, mousseline de soie, velvet and satin ribbons, black, cream and white single tips have all been leading features in hat-beautifiers for the season.

"Chiffons will hold the balance of power in this class through June. So say we, and we have made large provision along this line.

"Other leaders for June will be flowers, black, white, and cream single and bunch tips; black, white and cream nets; black satin and velvet ribbons; black, white and cream plain silk ribbons.

"There has been a great demand with best trade for all-over dress nets, and we feel confident that they will retain their popularity, and we have made provision to meet a big call.

"You were asking about the factory. They are as busy as bees, we have full sail on, running almost every night, the principal push being on Winter jackets, but we have also a large number of machines turning out Summer skirts. Our skirt trade has developed to large proportions. The large sales being made in pique, crash, linen, duck and denim skirts show the popularity of these goods all over the Dominion. We have given special care and attention to this branch of our business, and find that it is the same in this, as in the cloak department—correct styles, perfect fitting and good workmanship bring satisfactory results."

THE VOLUNTEER HAT.

The representative of THE DRY GOODS REVIEW called on The John D. Ivey Co., Limited, the other day and was shown through the different departments. All through the big warehouse, the stocks were much lighter than when he last saw them. White goods were in much evidence, bespeaking preparation for midsummer business. In conversation with the head of their ribbon and silk department, he learned that, as this firm predicted months ago, chiffons are the strong article in that department. "There has been a tremendous run on black chiffons," said the department head, "but we have been able to keep our stocks well up to the demand. In fact, we have kept our stocks up so well that at no time during the season have we been out of black chiffon for more than two days. We are now looking for a big sale of white and cream chiffon, as well as colored silk and black velvet ribbons."

In the hat department, THE REVIEW man found Mr. McKinley and his staff busily engaged. Here it was learned that the trade in hats just now is in white dress hats, leghorns and sailors. A new hat is the "Ladysmith," a rustic knock-about, the brim of which can be twisted in any way. This hat is very similar to the helmet worn by British soldiers. The hat,

however, which this house takes most pride in is a hat called the "Volunteer." This is the khaki felt worn by the Imperial Yeomanry. "As far as we know," said Mr. McKinley, "we are the only firm in Canada handling this hat, and its sales are unusually large. It is undoubtedly the proper hat for midsummer wear."

Passing up to the flower and feather department, the representative found business there about over for the season. "It has been a bad flower season," said the head of this department, "but, as I have kept my sales up and my stocks down, I cannot complain, though it has been a hard season to cater to, and we had to have the right goods to do the business."

Before leaving, THE REVIEW man asked Mr. Ivey about Fall goods. "You are rather early for that information," answered he. "The only feature of the season that I am in a position to make a statement regarding is colors. There are two new green tints, the 'Exposition' and the 'Universelle,' which are not only beautiful, but likely to be leaders. Purples and blues in new tints will also be strong; at least, the latest advices from Paris are to that effect. As our samples will not be in for some days, I cannot say more, but if you come again in two weeks or so, I will be able to show you the first of our samples of Fall goods."

MILLINERY PROSPECTS FOR JUNE.

The cold weather during the month of May has so curtailed the demand for jumbo sailors that The D. McCall Co., Limited, expect June to as a consequence be a busy month in these goods. One of the novelties in outing hats will be the "Ladysmith." This is a soft braid hat, made in the helmet shape, though it can be twisted into other shapes to suit wearers. It is trimmed very effectively with a large scarf in dark material with light stripes or spots. As anticipated by the wholesale trade, the demand for leghorn hats has been very large, but it is expected that it will be well maintained through June, and houses having large stocks of these goods will be fortunate.

In materials, chiffons in white, cream, tuscan and black still hold favor with the trade in general, and, notwithstanding the large quantity of these goods that have already been sold, the demand is still general, and will undoubtedly hold good throughout the season. Mechlin nets and other gauzy materials still hold their place in trimming effects along with black satin and velvet ribbons, which have had an immense sale during May.

J. F. Robinson, of West Lorne, Ont., has assigned to Gibbons & Harper, London, and the stock will be sold.

Mr. W. R. Smallpeice, of the W. R. Brock Co., Toronto, and Mr. W. P. Slessor, of the Montreal warehouse, are visiting the principal business centres and manufacturing towns of the adjoining republic in the interests of the company.

Messrs. Millichamp, Coyle & Co. have moved into the fine warehouse forming the east portion of the new McKinnon building, corner York and Wellington streets, Toronto. The offices of the new Canada Woollens, Limited, of which Messrs. Millichamp, Coyle & Co. are the selling agents, are in the same building.

As a result of the early-closing movement in Moncton, N.B., among the millinery establishments, all, with one exception, have agreed to close two nights in the week at six o'clock. The closing nights will be Tuesdays and Thursdays. It was originally intended to close at six five nights in the week, but, as the movement has not been unanimously favored, two nights have been agreed upon by those deciding to close.

THE FALL TRADE NUMBER

— OF —

The Dry Goods Review

WILL, AS USUAL, BE OUT 1st OF JULY.

It will be just as good or a little better, if possible, than any Special Edition we have issued in the past. EVERY BUYER of dry goods, millinery, men's furnishings, hats, caps, furs and clothing in the Dominion will get a copy. Orders for space and matter for advertisements should be sent in immediately. The last forms will close June 21.

The MacLean Publishing Co.
Limited

Montreal	-	-	Board of Trade
Toronto	-	-	26 Front St. West
Winnipeg	-	-	391 Main St.
London, Eng.,	-	-	109 Fleet St., E.C.
New York	-	-	150 Nassau St.

AMONG OUR RETAIL READERS.

MR. JAMES G. CARLETON, Waterloo street, St. John, N.B., has purchased the building at the junction of Waterloo street, Haymarket Square and Brussels street, and is having it remodeled and fixed up as a modern dry goods establishment.

George Bloomfield, Tilsonburg, has accepted a position in the dress goods department of E. R. Bollert & Co., Guelph.

G. B. Ryan, of Guelph, has gone to New York to look over the American markets and purchase lines of goods for his business.

T. R. Glanville & Co. are going out of business in Mount Forest, and will remove to Leduc, Alberta, where they have purchased a stock and will go into business.

The Hudson's Bay Company have put a handsome new front in their store in Battleford, and will complete the improvements in the interior begun last Fall.

H. E. Dill & Co., Moosomin, have sold their entire stock to Whyte & Co., of Brandon, who will henceforth conduct the business. Mr. Whyte is to have the management of the business.

Messrs. Hain & Co., Midway, B.C., have placed in the windows of their dry goods department two handsome display racks, thus affording an opportunity of displaying to better advantage their fine stock of dress goods, men's furnishings, etc.

Thos. V. Scully, who was for many years a confidential employe with the late firm of Behan Bros., Quebec, is starting on his own account in dry goods, men's furnishings, household goods, etc., Mr. Scully is a thorough drygoodsman, and his new establishment will be at 141 St. John street.

Goods have already been purchased for a new men's furnishing store at Fort William, to be established by Manion & Murphy in a new building now in course of construction. The business will be in charge of Sine Oulett, formerly with the John King Co. Mr. Oulett has been in Toronto completing the purchase of the stock for the new store, and as soon as the building is completed the store will be opened for business.

A building site on the west side of Main street, Winnipeg, between Bannatyne and McDermot streets, has been purchased by The Imperial Dry Goods Co. The site has a frontage of 40 feet, and the company intend to erect on it a large business block, the greater part of which they will occupy. The property was purchased from William F. Alloway, who sold at a substantial advance over the price he paid for it a year ago.

Matheson, Townsend & Co., one of Sydney, C.B.'s, oldest and best known firms, are selling out and preparing to retire from business. Mr. D. Matheson, senior member of the firm, has been 37 years behind the counter, and Mr. Townsend, the junior partner, has been in the business for about 14 years. The firm has been always noted for the high character of its business methods.

The Dominion Suspender Co. are now occupying their new offices in the large and handsome addition just completed to their building at Niagara Falls. The firm have kept abreast of the times, and now enjoy an immense trade from the Atlantic to the Pacific, and do a large export trade with other countries as well.—Niagara Falls Review.

AN ENTERPRISING FIRM.

Mr. John Piercy, of the firm of J. Piercy & Co., wholesale dry goods, has arrived at Victoria, B.C., from an extended visit to the large Eastern cities, where he purchased immense stocks for the concern's rapidly increasing business. Orders amounting to upwards of \$50,000 were placed with la. manufacturing concerns, and the first shipments are commencing to arrive. The manufacturing branch of the establishment is a most important one, and the concern generally is the largest one of its kind west of Toronto. It is Mr. Piercy's intention to shortly incorporate a branch which will handle exclusively toys and fancy goods.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

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DISPLAY FIXTURES



Wax Figures.
Papier Mache Forms.
Mantle Racks.
Ribbon Cabinets.
Umbrella Cabinets.
Mirrors of all kinds.
Glove Cabinets.
Nickel-Plated
Window Fixtures.
Millinery Stands.
Show Cases.

DISPLAY TABLES,
ETC.

WRITE FOR CATALOGUE.
Clatworthy & Co.,

46 RICHMOND W.,
TORONTO, ONT.

THE

CANADIAN COLORED COTTON MILLS COMPANY

• •

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons, and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

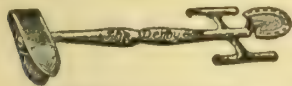
Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner

Principal Offices—215 McGill St., Montreal.
287 Yonge St., Toronto

123 Bank St., Ottawa.
47 John St., Quebec.

Use the "Derby Link," No. 2



Patented Nov. 28, 1898.

FOR ALL CUFFS.

Use the New "Star" Cuff Holder



Patented.

For Link and Plain Cuffs

Keep your trousers up with the
"Automatic" Bachelor Button

WRITE
TO YOUR
JOBBER.



NO
NEEDLE
REQUIRED.

The New Automatic



U.S. Patent June 5, 1894 Eng. Patent No. 11630.

"Au Fait" Scarf Retainer



Patented.
Opens Wide at Mouth.

For Sale by Principal Jobbers Everywhere.

The **J. V. Pilcher Mfg. Co.,** Sole Manufacturers,
LOUISVILLE, KY.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

**"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .**

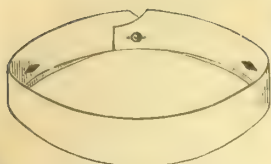
All goods made by us are stamped as follows:

Absolutely No



Others Genuine

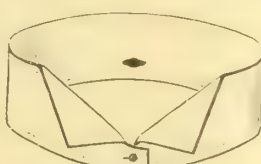
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



ROMAN



BERKELEY.



TITAN.

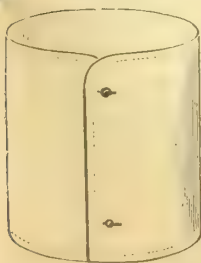


BICYCLE.

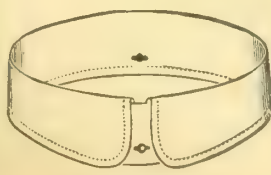


ROYAL

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.



EXCELSIOR.



SAVOY

CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



The Celluloid Company FIFTH AVE

To the Trade:

Established 1849.

FILLING LETTER ORDERS A SPECIALTY

JUNE is one of the months of the year that our system of filling letter orders is fully appreciated. Customers find it more convenient, less expensive and very satisfactory placing their letter orders with us. Of course, we prefer to have customers place their orders personally in our warehouses, as they can more fully realize the extensive assortment we carry in every department, but in either case they can feel assured their orders will have our careful and prompt attention.

We aim at having our stock well-assorted for the Mid-Summer season. You will find special values in our stock of White Muslins (all popular makes), Valenciennes and Torchon Laces, Summer Silks, Black Silks, Summer Hosiery and Gloves, Men's Underwear, Outing, Ready-made and Laundered Shirts, Neckwear, Collars, Cuffs, Braces, Summer Suitings, Belwarp Serges and Worsteds, Lace and Chenille Curtains, White Quilts, Floor Oil Cloths, Linoleums, Wilton Velvet Carpets, Crum's Prints, Table Linens, Towellings and Towels.

John Macdonald & Co.,

Wellington and Front Sts. East.

TORONTO ❁ ❁ ❁ ❁ ❁

THE GREAT ASSORTING HOUSE OF CANADA



THE DRY GOODS REVIEW CANADA

FALL TRADE
NUMBER
JULY 1900

THE MACLEAN PUBLISHING CO., LIMITED
MONTREAL TORONTO WINNIPEG & LONDON, ENG.

WYLD=DARLING

COMPANY, LIMITED.

FOR FALL, 1900

we are showing, in all departments, quantities and varieties far beyond any former season.

Special attention has been given to

... DRESS GOODS ...

The range, including Zibelines, Estamine Friezes, Meltons, Ladies' Cloths, Serges, Blacks and Fancies, is new and particularly attractive.

Complete samples are now on the road, of Ladies' Ribbed and Plain Natural Wool Underwear, Ribbed and Plain Cashmere Hosiery, Knitted Toques, Mitts, Bootees, Infantees, Clouds, Black Cashmere and Fancy Colored Ringwood Gloves.

Large assortment of newest goods in Flannelette Embroideries and All over Guipure Laces, Swiss Embroidered and Linen Lace Handkerchiefs and Fancy Linens. Men's Fleece-Lined and Wool Underwear. Cashmere and Wool Half Hose.

Special: The "WOLSEY" Unshrinkable Underwear for men. Will not thicken or become hard when washed.

*Everything in Canadian and Imported Staples.
Novelties in Woollens and Tailors' Trimmings.*

The manufacturing capacity of our Clothing Factory has been doubled, and prompt shipment will be given to all orders for Men's Pants, Suits, Overcoats, Ulsters, Pea Jackets, Overalls, Smocks, etc.

Look out for our "Special Import" Laces and Embroideries for Spring, 1901.

WYLD-DARLING COMPANY, LIMITED, TORONTO

1833



1900

We are now settled in our handsome new premises built upon the old site on Victoria Square. We hope all our friends throughout the country will give us the pleasure of a visit this Summer. We will give them a cordial welcome.

We commenced business in Montreal in

1833

and we confidently anticipate that

1900

will be

OUR BANNER YEAR

as the first six months show the largest sales in the history of our firm.

S. GREENSHIELDS, SON & CO.

Selling Agents for

Briggs, Priestley & Sons, Bradford.
James & Thomas Alexander, Dunfermline.
E. Dewny & Co., Grenoble.

Montreal

and Vancouver.

S. GREENSHIELDS, SON & CO'S NEW WAREHOUSE, MONTREAL



INTERIOR LINEN AND STAPLE DEPARTMENT. S. GREENSHIELDS, SON & CO., MONTREAL



PRINTED
COTTON GOODS
20,000
PIECES

COMPRISING

Cocheco Poplins, Printed Piques, Muslins,
Challies, Indigo and Fancy Ducks and Drills,
Double-Fold Percales, Light and Fancy Prints.

CRUM'S PRINTS,
AND SATEENS
IN NEWEST PATTERNS.

At Old Prices

S. GREENSHIEL
MONTREAL AND

GINGHAMS!

GINGHAMS!

GINGHAMS!

6,200

PIECES

Fine Dress Gingham

Latest Designs and Colorings.

THE ENTIRE LOT

Now offered to our Customers at

Less than Manufacturers' Prices

DS, SON & CO.
VANCOUVER.

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER

Corner Victoria Square
and Craig Street

Hastings Street

are showing The Newest Novelties in

DRESS GOODS.

THE LATEST STYLES
AND SHADES For Fall Season.

NOTIONS.

THE BEST SELECTION FROM UNITED STATES
and FOREIGN MARKETS. FLAGS for the Holidays.

TWEEDS.

LINES to suit all classes in
CANADIAN and IMPORTED GOODS.

SMALLWARES.

Everything for **WOMEN'S**
EAR.

MEN'S FURNISHINGS.

Everything to suit the **MALE**
MIND.

CARPETS and HOUSEFURNISHINGS.

Everything required to start an establishment.

YOUR GLOVE SALES

WILL INCREASE LARGELY

IF YOU CARRY A FINE ASSORTMENT OF

PEWNY'S KID GLOVES

BEST

STYLES
HADES

F^{OR}
ALL

THE MAKER'S GUARANTEE
GOES WITH EVERY PAIR.

TRY THEM !



S. GREENSHIELDS, SON & CO.

MONTREAL, and VANCOUVER, B.C.

AGENTS FOR CANADA.

LINENS

WE HAVE BEEN APPOINTED SOLE SELLING AGENTS
FOR CANADA FOR

James & Thomas Alexander

LIMITED

DUNFERMLINE.

WE WILL CARRY A LARGE AND COMPLETE STOCK OF
ALL THEIR WELL-KNOWN MANUFACTURES.

S. GREENSHIELDS, SON & CO., MONTREAL
and VANCOUVER.

THE
IDEAL
CLOTH

Cravenette

FOR _____

WET
EATHER
EAR

BETTER THAN
RUBBER WATERPROOFS.

All the rage in England.



"RAGLAN."

Do
you
know
a
good
Macintosh
when
you
see
it?

If
so,
be
sure
and
get
The
"Beaver
Brand"
Macintosh



C. C.



D. B.
OUR SPECIALTY.

The best and cheapest **MADE** or **SOLD** in Canada.

MANUFACTURED ONLY BY

The Beaver Rubber Clothing Co.

1490 Notre Dame St.

MONTREAL.



FIELDING & JOHNSON'S

Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

WALL PAPERS

THE . . .

WATSON, FOSTER Co.

Limited

MONTREAL

THE NEW LINE FOR 1900-1901 IS PARTICULARLY STRONG IN ORIGINAL DESIGN AND COLORING. WE MAKE SPECIAL MENTION OF

TAPESTRIES,
STRIPE EFFECTS,
LEATHERS—PECIALLY FINE, 21-INCH, ORIGINAL FRENCH AND ENGLISH DESIGNS.

INGRAINS—MANY NEW SHADES, WITH 18 AND 21-INCH BORDERS. ETC., ETC., ETC., ETC.,

IN THE PRODUCTION OF WHICH, WITH OTHER STANDARD GRADES, WE HAVE ECLIPSED ANY PREVIOUS RESULT, AND HAVE MADE OF THE MANUFACTURE OF WALL PAPER AN ART.

IF YOU HAVE NOT RECEIVED
OUR ILLUSTRATED CATALOGUE
OF DESIGN—ASK FOR IT.

OIL CLOTH

The Dominion Oil Cloth Co., Limited

It will be to the advantage of buyers to inspect
our different lines before buying imported goods.

Floor Oil Cloth

No. 1 Quality—Our high-grade—in widths of from 4/4 to 10/4.

No. 2 Quality—The medium grade—more popular than ever before; also made in widths of from 4/4 to 10/4.

No. 3 Quality—Best quality in the market for the money, in widths of from 4/4 to 8/4.

THESE LINES EMBRACE A COLLECTION OF DESIGNS
OF UNRIVALLED MERIT.

Table and Shelf Oil Cloth . . .

Colorings and patterns being particularly effective, novel and of unbeaten value.

Enamelled and Carriage Oil Cloths

In Muslin, Drill and Duck qualities.

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FLOOR OIL CLOTH—4 yards wide.

OIL CLOTH MATS or RUGS.

COTTON and DUCK BACK ENAMELLED
STAIR OIL CLOTHS.

CANVAS and PAINTED BACK STAIR
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OUR FALL SAMPLES are now in the hands of the wholesale dry goods trade—
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Bagley & Wright Mfg. Co.

We are now offering special
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Don't fail to see our Samples before
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318 St. James Street

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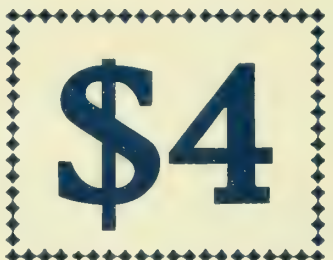
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To Retail Clothing Dealers

HOW IS THIS FOR PRICE ?

Genuine heavy Freize, all-wool Men's Ulsters, tweed lined, shades brown, fawn, grey, drab, black and blue, only \$4. Youths' sizes \$3.50, Boys' \$3.25.

Have you seen our \$5 range of Men's Double-Breasted Fall Suits, made from heavy all-wool tweeds ?

Have you seen our \$5 line of Men's Double-Breasted Beaver Overcoats, black or blue ?

Send us a postal and we will express prepaid sample garments.

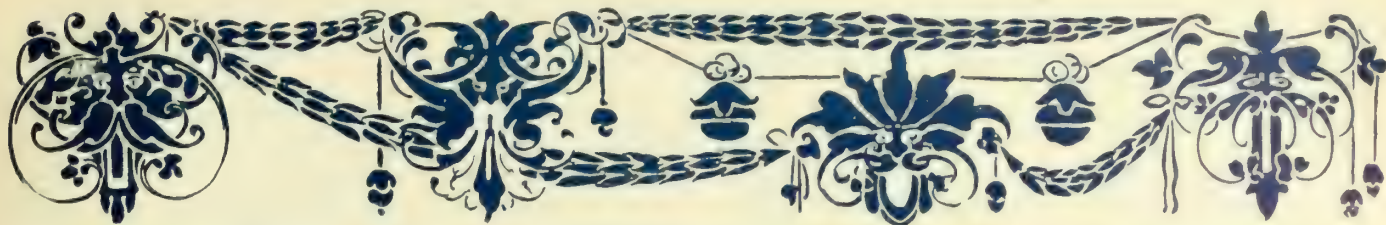


M. SAXE & SONS

MONTREAL'S   
Leading Wholesale Clothiers

 CORNER ST. PETER AND LEMOINE STREETS.

The Dry Goods Review



VOL. X.

MONTREAL AND TORONTO, JULY, 1900.

No. 7.

FASHIONS.

THE CHANGES IN MEN'S AND WOMEN'S COSTUMES DURING THE PAST FEW CENTURIES; WITH A BRIEF ACCOUNT OF HOW THEY HAVE BEEN EVOLVED FROM THE ORIGINAL MODES.

Specially written and illustrated for THE DRY GOODS REVIEW.

FASHION'S CHANGES—the bane and the boon of the dry goods merchant—are not peculiar to the present era, but have existed ever since our Mother Eve adorned herself with the leaves of the fig tree, and discarded this costume for a more pretentious one of skins and furs.

THE differences between one style and those preceding and following it were more pronounced than they are in today's fashions; but changes in dress came at far greater intervals—sometimes years apart—and not tumbling over each other as at present. In England, from the Norman Conquest till well on into the 15th century, the long flowing robe of the women suffered very little change. A few minor alterations in the girdling of the dress cover it nearly all.

COMMERCIAL and social intercourse with foreign nations, however, was destined to create a change in this. Trade with Oriental nations brought into the more civilized countries the jewels and rich materials of clothing and furnishing used by the great potentates of the East. The French court, characterized from its earliest times by a love of display, adopted many new ideas of dress, and used newer and richer materials for them. England, which, until very recently, invariably modeled her fashions after those of Paris, soon followed, and, in the reign of Henry IV., we find the simple caul of gold net that adorned the heads of the ladies of the higher class in Britain giving place to an enormous head-dress introduced into the country from France. This, in the reign of Edward IV., became the tall steeple-like cap we have so often seen in prints of this period. Toward the close of the 15th century a number of innovations started the onward march of fashion, which has arrived by gradual, sometimes almost imperceptible, development to the present dress of nearly all civilized peoples.

DURING this period the merchants had not the vast variety of materials and colors to show their customers that can be seen now on our dry goods counters.

ALTHOUGH the court ladies and gentlemen wore more brilliant colors than at present, the materials were mostly of

woollen cloth and coarsely woven, except in the case of the sovereign or some very wealthy noble. Indeed, the laws permitted none but the King and nobles to wear rich materials. Goods brought from foreign countries could not be worn by the "common people," who were also compelled to buy cloth costing not more than two-pence a yard. Purple, in this period, became a mark of royalty, Edward IV. passing laws to that effect. About 1470, the tall head-dress went out of fashion and a sort of velvet cowl took its place, which, in turn, became the small black velvet cap of the Tudor period.

THERE were many widely different male costumes, the only part common to all being the long hose of cloth, ending in shoes of the same material. An undergarment of finer cloth, covered by a doublet or jacket, with sleeves sometimes reaching nearly to the ground, composed the most common dress of the gentlemen of this time. Long hose and boots reaching to the knee enclosed his limbs. The large sleeves of this costume a little later we find disappear, and in their stead a cape, fastened to the sleeves of the coat at the shoulder and elbow, is used. The practice of slitting the doublet at the elbow so as to show the undergarment began at the close of the 15th century, and this gave rise to the fashion of slashing the whole suit in almost every direction which became so much the rage in the Tudor period.



BRITISH DRESS IN 1480

IN the reign of Henry VII. the great variety of fashions would render verbal description almost impossible. The one great innovation, which later became so important a part of the dress of a lady of quality, was the laced corsage. From the earliest Norman times the loose robe of the ladies was girdled around the waist with a heavy sash, or, in a few cases, by a small, leathern belt. This was abandoned and the dress, instead of being composed of one piece of cloth, was divided into a skirt and waist, the latter of which was at first

laced very loosely and did not attain the length of later fashions. A great velvet hood with a sort of cape hanging over the shoulders was worn frequently at this time. In male costume there was not much change, although the quality of goods made and those imported into the country greatly improved. The trunks, which were developed from the skirts of former times, were made in this reign of two, and sometimes more, colors.

AS in these times the sovereign's taste for finery affected the fashions a great deal, we will not be surprised to find in



BRITISH DRESS IN 1550.

the reign of the gay Henry VIII. some very radical changes. The costumes became much more elaborate and the materials richer. Travel and education had done a great deal for this, and all the newest fashions of the French court were brought to Britain. Very soon, the costumes of royalty and nobility came to be of great magnificence, and the "common people,"

who tried to vie in splendor with the court, also improved in their dress.

THE KING, however, was not willing to have himself and his nobles equalled in apparel by the "lower" classes, so he passed laws placing a limit on the dress of all subjects. Black jennets' furs, for instance, were permitted to the use of none but royalty; the nobility were given certain marks of distinction in material and color of costume which the "lower" classes were prohibited from using, and many other small privileges kept the commonality from becoming too gorgeous in their dress, and the merchant from making too much money.



BRITISH DRESS IN 1817.

The court looked upon English made goods as inferior, and not fit for any but the laboring classes; while foreign goods found a ready sale. Foreign goods, however, were brought in at a great risk to the merchant in those days. Each merchant was his own importer, and with the continual warfare and piracy, so prevalent at the time, as well as the risk which his small, frail ships ran on the sea, his importations caused him great anxiety and often great loss.

THE male costume of Henry VIII.'s reign was a radical change from all the previous dresses of gentlemen from the time of the Norman Conquest. The hose were lengthened from the knees to the hips. The trunks were lowered to almost half-way to the knees, and continued from this time to be gradually elongated until the Stuart period. A short jacket, with cape-like sleeves reaching nearly to the elbow, was very often worn, from under which the sleeves and trunks, both of the same material and color, protruded. These were slit to a very great extent, showing the undergarment through each slit, and giving an appearance of padding to the whole suit. The female costume underwent almost as great a change. The short waist lengthened, and we find the very long narrow bodice, so often seen in Queen Elizabeth's reign, making its appearance here. The whole dress was much more elaborate, and the beautiful patterns of a later period had their beginning in the last part of Henry's reign.

PROBABLY no court in the history of Great Britain was as brilliant in the way of dress as that of Elizabeth. Being a woman, it is but natural to suppose that more attention would be paid to dress and display than if a male sovereign led the court. Elizabeth herself was most careful about her personal appearance, and, with all her masculine ability as a sovereign and diplomat, she was a woman in the matter of fashion. Trunks and stockings of woolen cloth, which had hitherto been worn by all, were now used by none but the poor people, the nobles and gentry abandoning them for silk and thread garments. The wide ruff which came in toward the last of Henry VIII.'s reign, became still larger at this time, and was worn by the gentlemen as well as the ladies. Although the costumes of this time did not change radically in design, they underwent a great reformation in regard to material. But, even with all the notice given to fashion, there remained the same style practically throughout the whole period, with very few alterations, until the Stuarts came to the throne.



BRITISH DRESS IN 1840.

THE first part of James I.'s reign (from 1603 onwards) produced no new styles, the dress being the same as worn in the time of Elizabeth. It is not until the middle of Charles I.'s reign that any great change is found in costume. A large number of new materials and patterns came in under James' rule, and gold cloth, brocaded silks, velvets, satins, tissues, etc., were used for the first time in Britain. The female costume was much the same as in the previous reign, with less padding and of still better goods. The wide, felt hat, adorned with a feather, was worn by the gentlemen of the last part of James I.'s reign, and the trunks, which by this time had been lengthened to the knee, were brought just below the knee and fastened to the leg with a tight band around the bottom. They soon lost the baggy appearance of former times, and in Charles I.'s reign had become knickerbockers. Although loose at first, they were gradually made tighter until the Hanoverian period, when we find them fitting the leg closely.

THE Commonwealth had a costume of its own. The staid Puritans, despising show, affected the simple, dark cloth suit we so frequently see in pictures of this period, and, although the Royalists continued to dress in the fashion of the court, the costume of the Puritans is the most conspicuous of the time.

FASHION again reigned supreme at the Restoration in 1666, and various minor alterations were made in dress. The long riding habit which is used to-day came in at this time, and has altered but very little since. Many beautiful laces are seen in the dress of this period, and these formed a large part of the costumes. Charles II. invented the original of the cutaway coat of to-day. It was at first a long, close vest of black cloth or velvet, reaching to the knees and cut square in front. The corners were pinned to the back in the Georges' time, and finally the turned-over portion was cut off altogether.

IN Anne's reign hoops first made their appearance, attaining enormous proportions, and were not finally abandoned until the French Revolution, when they gave place to the "Empire" gown. From this time the great radical changes in fashion in Britain disappear, and each new style is an alteration of some previous one. The high caps and huge head-dresses went out as the hoops came in, and the hair was done up more like it is to-day. The laced corsage was shortened to almost half its former length; ruffles and flounces made their appearance, and many other faddish variations of costumes were adopted.

THE close of the 18th century witnessed the only real innovation of the time. This was the introduction of frock coats, with loose trousers reaching to the ankles, and short boots underneath them. Although this is an entirely different style from all those previously in vogue, it still grew out of the knickerbocker costume of the first George.

BONNETS, too, are seen first at about this time, and, though small at first, it was not long before they were brought to the extreme in size that most new articles of apparel attained in those days. Until about 1830 the usual female dress was a long, short-waisted gown, a development of the Empire gown, generally accompanied by a high bonnet. This disappeared, however, and hoops became the fashion again, first narrow, and finally until 1870 wider even than in the days of Queen Anne. They were made smaller again and in 1876 went the way of all other styles and were seen no more.

SINCE Queen Victoria ascended the throne the different fashions would be almost innumerable. Quicker and safer means of transportation, cheaper manufacturing facilities, the prosperity that came with peace, and many other causes tended to produce the present large number of styles, materials and designs. The leaders of fashion, whose sole occupation is with their dress, cannot be satisfied with the same costume for two months in the year, and those of us who can afford it must follow their lead. The demand for something new is incessant and as long as the demand exists the supply will be found. We have, perhaps, reached a point where radical changes in dress cease, but variations in design, color and material, and fads and fancies of all degrees of absurdity will always be found to have their admirers. We must submit to the faddists, and can only wonder what next!

C. G. H.

How to Train Young People.

The German Example which Canada Should Note.

OVER 24 years have elapsed since the movement having for its object the manual training of boys was inaugurated in Germany. In this space of time, over 2,000 teachers have given their cooperation to the movement; nevertheless, both the internal and the external conditions connected with this new branch of tuition leave much to be desired. The original training in home industries and home occupation has almost entirely disappeared; it is carried on at present only in a few places in Holstein and in 17 institutes for the blind. Most of the other educational establishments in Germany, including 18 orphanages and 46 deaf and dumb institutes, have already introduced manual training into their curriculum. But the endeavor to prepare the pupils in the schools direct for the eventful handicraft has obtained importance in only two of Germany's institutions of learning.

There exist at present in Germany, distributed in 605 places, 861 schools and institutes wherein manual training is carried on in 1,514 workshops. Of this number 836 schools and institutes conduct the training on a pedagogical basis. Prussia has 570 manual training schools, spread over 435 places and distributed among 596 workshops. Industrial centres take the lead, as follows: Prussia, Upper Silesia, the Rhenish Province, and the Kingdom of Saxony.

The 1,514 pupils' workshops comprise 286 independent manual-training schools and 238 public schools, of which 16 are auxiliary schools where the work is obligatory, 17 middle-class schools, 41 high schools—made up of eight gymnasiums, six technical gymnasiums, 12 technical and technical high schools, and 15 boarding schools—seven preparatory institutes, 26 teachers' seminaries, and 93 boys' asylums, while the remainder is made up of various kinds of private establishments. Sixty-nine institutes have adopted the whole curriculum as recommended by the German Association for the Dissemination of Manual Skill, while 16 dispense with the preparatory work; of the rest 177 schools and institutes confine themselves to three branches, 261 limit themselves to two, and the remainder to one branch only. Five hundred and thirty-five workshops are devoted to wood carving, 527 to working in cardboard, and 356 to the carpenter's bench; of these, 68 are closely connected with wood carving, 77 with preparatory roughing-out work, 35 with metal work, 28 with country timbering, 11 with turnery, and 11 with modeling in clay.

Pedagogical manual tuition has branched out in three directions: The practical formal method which regards handicraft as a means to general culture; the direction advocated by those who aim at the so-called school-manual dexterity, and the system which would make the manual training serve as the basis of individual branches of teaching and utilize these in order to influence the method of instruction in school. The first two are becoming more and more amalgamated. In the third direction, Professor Kumps, at Darmstadt, School Inspector Scherer, at Worms, and Reuter-Bruckmann, at Königsberg, Prussia, are at present engaged in making thorough experiments in public schools.

The participation of German teachers in the efforts of the German association is steadily increasing. Over 2,000 German teachers have up to now been taught to become instructors in manual training. Of these, 954 were taught in Leipzig and 1,250 acquired training in 33 places in other parts of Germany.

How to Meet Department Store Competition.

Prosperous City Houses Not Afraid of Big Stores—How Dry Goods Business Is Built Up To-day.

Specially Reported for THE DRY GOODS REVIEW.

THE big department store is answerable for a severe competition in business during the past 10 years among dealers in different classes of goods throughout the country. But no one has been more affected by this competition than the dry goods merchant. Failures in city, town and hamlet have been ascribed to the trade of these stores. While some men, however, doing business far removed from department stores, have not being able to hold their trade, others have opened up business and prospered close to them and in spite of them. Why is it that some merchants are adversely affected by them? Is it the fault of the merchant, or is it impossible to combat the department store unless under certain conditions? This is a question about which there is more than one opinion, as may be seen in the answers of a number of prominent drygoodsmen of Toronto, who have done and are doing successful trades almost within sight of large department stores. THE DRY GOODS REVIEW has sought opinions with a view to solving the problem.

How One Firm Has Succeeded.

Mr. Walker, of Walker & McBean Co., whose well-trimmed windows and attractive place of business at 450 Spadina avenue, Toronto, draw the attention (and the trade) of any passer-by, did not know that he could say exactly what had made his firm so successful. The department stores did not have the influence over his business they once had; they had reached their limit in trade and would not grow any stronger. He claimed that he sold on the whole considerably lower than the department stores. "Look at that shirt waist," he said. "We sell it for 75c.; down town in one of the department stores they are advertising the same article as a good bargain at 90c. We sell this," indicating an English print, "for 12½c., while they ask 18c. for it, and on most of their bargains it is the same. We can undersell them on all but what they practically give away, and still make a fair profit. We do a strictly cash business both in buying and selling; buying from the same firms as they do and selling lower. A great many merchants want too much profit on their goods. The time is gone by when men make a big per cent., but many people don't realize that, and until they do they will have a hard time to get along. By selling close and keeping a carefully assorted stock we keep our customers' trade. We have people who have dealt here ever since we've been in the business (and we are an old-established house) and they say they can do better in bargains here than at the department stores. We have people come from the department stores to us to get suited, after failing to get what they want there. We suit our stock to our trade. Many merchants fail on account of their stock. They don't carry a proper assortment for their locality. I think if a man goes into business with a determination to succeed, and works hard toward that end, he is bound to get along."

To see Mr. Walker himself work in and about the store is to realize that he "practises what he preaches." There are 12 assistants in the store and they are kept busy. This indicates a pretty prosperous place, and when we consider that the firm has built itself up in the face of the department stores we must conclude that Mr. Walker is right in his closing sentence.

Value of The Cash Basis.

Mr. Chas. E. Coatsworth does business at 310 Parliament street, Toronto, in a well-stocked and wide-awake-looking store. When the subject of department stores was mentioned, Mr. Coatsworth remarked that, so far as his business was concerned, he would not know that they existed. At one time they deprived him of a large part of his trade, but now he has the local custom well in hand. This he puts down to his prices more than anything else. He can sell closer than the department stores. Having greater expenses, it costs them more to sell an article than it does him, and they must sell for a higher price to make the same profit he does. A great many men are ruined by the department stores, he believes, because they are not fully up to their business. They want to do business in the old way, instead of keeping up with the times and competing with their fellows on an up-to-date basis. "They buy an article for 50c. and want \$2.50 for it. If it happens to be worth more than its cost to him the merchant considers that he must make a certain per cent. on its value instead of on its cost to him, and, if he cannot get it, he thinks he is having a poor bargain." Not dealing in cash, too, is one of the reasons for a great many merchants giving up business. Especially should they buy for cash. "The man," said Mr. Coatsworth, "who can't take his cash discounts from the wholesale people had better stay out of the business." Some merchants, he thought, do not watch their trade closely enough, and, consequently, do not keep salable goods. Prices have to be low. Mr. Coatsworth sells reasonably low right along, and his customers know where to get what they want and what price they will have to pay for it. The bargains in the department stores do not always come when people have the ready money or the time to take advantage of them, but they know that at his place they can get the same article at any time at a fair bargain. Speaking of prices brought Mr. Coatsworth to remark that the advertisement that did not quote prices, no matter how excellent it may be in other ways, is not worth very much to the advertiser. People are interested in advertisements when the prices are printed with them, but a long list of goods advertised as being sold below cost is not as effective as an advertisement that does not claim so much, but shows in prices just what a customer can do at that store. Mr. Coatsworth has great faith in ticketing goods on the counters and in the windows with prices. People come in for a certain article and notice these prices on other things, taking the chance to get a good bargain; whereas, if the goods are not labelled, only those who were looking for such would think of asking the price, and anyone else would go out without them. Prices on goods not only attract notice, but give an appearance of a good bargain. The store with ticketed goods, in fact, looks as though its owner was not ashamed of his prices. Mr. Coatsworth finds his best results in advertising come from a small local paper. Keeping the stock out for inspection is another way in which he manages to sell so large a quantity. A great many men, he thought, made the mistake of keeping their goods under cover until asked for. When people buy an article there is always something else they would like to get with the change. If this

Don't Overlook This

IT'S INVALUABLE ADVICE.



WHY DOES ONE MERCHANT PROSPER where another
(with the conditions apparently equal) fails?

Because==

The prosperous one recognizes the necessity of employing **expert, intelligent sales-people**, and of giving his customers

THE BEST VALUE FOR THE LEAST MONEY.

A well-conducted Pattern Department is a necessity for every progressive Dry Goods store. With a stock of **THE POPULAR PATTERN**

The New Idea

10c. Pattern

managed intelligently by a capable, expert sales-lady, it is a **great advertisement** and **introduces and sells goods** in every department in the store. It will pay you, but don't put a child in charge.

OUR SUCCESS HAS BEEN PHENOMENAL

because our pattern is the best and the lowest-priced.

Particulars cost—a post card.

THE . . .

New Idea Pattern Co.

636-638 Broadway,
NEW YORK.

232-234 Fifth Ave.,
CHICAGO, ILL.

75-77 Victoria St.,
TORONTO, ONT.



something is out before their eyes they will likely purchase it. It is the change from bills that the wide-awake merchant looks after. Mr. Coatsworth started in business with big opposition, and good judgment in buying and managing has made his store a successful one. He does entirely a cash business.

Advocates the Cooperative System.

Mr. Chas. S. Botsford, the manager of the Cooperative Store at 524 Queen street west, Toronto, did not think it possible for a country merchant, unless under very favorable conditions, to compete with the department store. The biggest curse the merchant in the country had to put up with was the cheapness of the post office order. For practically nothing the department stores could ship their goods all over the country. It was useless to speak of people not getting good bargains at the big stores. There were many good bargains to be had there that no ordinary merchant could afford to sell. There were many things almost given away as

with \$400 a year purchase, if we suppose him to be paid 10 per cent. dividend (and many cooperative stores pay from 13 to 18 per cent. dividend), would double his money in three years." Mr. Botsford thought that the people would support a store in which they were financially interested. By investing in the company's stock they become part owners of the store, and naturally would try to help it along. He mentioned the Seigel-Cooper Co., of New York and Chicago, large department stores had been recently turned into cooperative stores.

Two More Thriving Firms.

Mr. T. S. Lobb, 778 Queen street east, Toronto, who is the proprietor of a flourishing dry goods store, has built up his business during the past few years in spite of department stores. He attributes his success to his training as a buyer for a large English firm. A merchant should learn to buy well and the rest is not so difficult. "Buy little and often" was Mr. Lobb's motto. He advertises in the local paper in preference to a large daily. At certain seasons of the year, Spring and



A HIGHLAND STREAM, MUSKOKA LAKES DISTRICT.—Published by courtesy of the G.T.R.

an advertisement, and the loss made up on something else. These bargains ruin the smaller merchant. The only remedy Mr. Botsford knew of for this state of affairs was that furnished by the cooperative store.

"I think," said he, "it is the solution of the difficulty. It has been in England, where a few years ago the merchants of the smaller places were hampered by the big department stores just as they are here to-day. Of course, the cooperative store will not do away with them altogether, but it will limit their trade. I think it would be the best thing for country merchants to do to keep the local trade. We have not been running long, but we have not much fear of the final result. We allow anyone to buy shares in the company, and at the end of a year he gets a dividend on the stock, and, besides, 5 per cent. of his year's purchases, in cash or goods, is given to him. A year's purchase for a fairly good customer would amount to about \$400. A man with \$100 stock in this company

Fall, he gets out hand bills, from which he claims to get good results. He does business on a close margin and never hears the prices of the department stores quoted to him. A good deal depended on a man's own individuality, Mr. Lobb believed. He thought the failures had about stopped and that the department stores had ceased to grow.

Mr. A. A. McKay, 292, 294 and 296 Queen street east, Toronto, was very busy when THE REVIEW called, and could only stop to say: "Of course it's all in the buying. We buy for cash and make whatever there is to be made out of discounts. We advertise in a local paper and get good results from it. We just keep pegging away, doing our best, and get along all right." Mr. McKay is going into the department business in a small way himself, several kinds of stock having been added to the dry goods. The windows of this store bear the significant sign: "The money-saver," which provides a reason for all customers who trade there once to go again.

Brereton & Manning

52 FRONT STREET WEST

TORONTO.



WHOLESALE MANUFACTURERS OF FURS.

IMPORTERS OF AND DEALERS IN FURS AND SKINS.

TELEPHONE 2624.

DOWN -
WOOL - -
COTTON

COMFORTERS

**Bed
Pillows**



**Cushions
Cosies
and HEAD RESTS.**

LETTER ORDERS PROMPTLY ATTENDED TO.
PRICE LISTS ON APPLICATION.
ASK TO SEE OUR ALBUM OF DOWN COMFORTER DESIGNS.

EVERYTHING NEW IN COVERINGS THIS SEASON.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

The Trend in Colors for Fall and Winter.

Paris Ideas and Their Probabilities.

IN dealing with the color charts or cards issued every month by leading French syndicates, The Dry Goods Economist says the color card should influence the buyer of materials to a certain extent, and to a certain extent only. He may judge from it what the style card calculates upon as being the most useful and the most likely to be demanded. He should not think that the card affords any guarantee as to which of these tints will have extreme popularity. Colors are presented in certain depths and tones in order to prevent confusion in dyeing and manufacturing.

And there is another thing. With our drygoodsmen and, in fact, with those of all the world, the leading tint in dress goods, silk fabrics and other goods will be black. Black does not appear on the color card, but black will appear on the shelves of the leading houses in the greatest quantities during the coming season. The Economist's opinion, drawn from experience, is that the gums, browns and greys will have the next place in popularity. What anyone may care to do in reds, greens and helios is his own business, and should depend entirely upon the opinions, feelings, habits and character of the trade which he supplies.

THE KHAKI TINTS.

In two of the ribbon, silk and velvet and the woollen and dress goods cards this season there are several indications as to the colors that are likely to prove leading features of the Fall and Winter work.

Among these is the dominance of khaki tints. That brown cloth of cotton, first worn in India, and more recently transported to almost every quarter of the globe by the armed forces of America and England, evidently occupies a prominent position in the French mind. There was already a tendency, however, to adopt the beaver and gum shades as a leading,

safe and satisfactory line of nuances, into which every variety of material known to the trade could be safely dyed with an assurance of popularity with distributors and wearers. Khaki in its lightest and its darkest tints is apt to be extremely popular and very welcome.

AMUSING NAMES.

There is an element of the amusing in the names which have been given to the various tints in this scale of color. In the silk card, starting with the light tan and proceeding to the darker shadings, we have (when translated) such names as tow, flax, hemp, then khaki, Transvaal soil and Cape of Good Hope. Then follows a second range in a little more yellowish tint, which includes giraffe, then khaki, kopje, mule, Midas and ermite.

In the cloth color card the khaki tints are still more emphasized, a special line being drawn around them to show that they are prominent in the construction of the season's shadings. Again the names suggest the derivation, from the lightest, Boer, passing through Natal, mine d'or (gold mine), Roberts, Pretoria and finally Le Cap, or the Cape.

BEAUTIFUL SILVER GREYS.

As a contrast to this line of brownish and yellowish brown and beaver shades, which are suited especially to brunette wear, the cloth card shows a beautiful range of the silver greys which usually appear as a foil to the line of tans whenever it is prominent.

The colors here are pure, and range from a very delicate pearl, called bastille, through silver, platinum and very delicate greys, called by the Exposition names of Luxembourg, Trocadero, Vieux Paris, chatelet and louvre.

There is, however, a second range of tan shades in the cloth color card, which bear the impression of the outing idea. These are the automobile tints apparently, and suggest that these colors—which are pinkish in hue—are to be worn for a variety of such wear. However, that does not necessarily follow. Putting guesswork on one side, they simply stand as another range of tan and gum shades, provided with a view to supplying the variety necessary to a choice.

These tints are called, from the lightest to the darkest, veloce, touring, chauffeur, chacal, verre, fume and ruine.

STRIKING POINTS.

In the cloth card appear two striking and important assortments, complements of each other. A line of reds, starting from a vivid sanguine, or blood red, and passing through a range of these shades to a dull, rich grenat—which in this instance is called campeche—is a marked hint as to what may be expected in the reintroduction of red, both as a contrast and as a color for whole gowns.

The greens, which are characteristically and humorously named, are also a reintroduction—a coming back, if you will—of a color which has been very frequently in the style world the greatest of all favorites. The tints are of the grass and



MILFORD BAY, LAKE MUSKOKA.—Published by courtesy of the G.T.R.

Crompton Corsets

Have a Quarter
Century's Good
Reputation.

They are the corsets that benefit both dealer and purchaser. It pays merchants to sell Crompton Corsets because they invariably give satisfaction, and wearers ask for them again and again. Discriminating dealers stock these sought-for lines—suitable for all styles of figures:

**QUEEN MOO, VICTORIA, CONTOUR, MAGNETIC,
YATISI, QEBEH, THE NEW DUCHESS CORSET**

(designed for ladies inclined to **embonpoint**), and

HYGEIAN WAISTS, made in four different styles, for Ladies,
Misses and Children.

Manufactured by

CORRESPONDENCE
SOLICITED.



"THE DUCHESS"

The Crompton Corset Co., Limited, Toronto, Ont.

Established 1785.

TRADE MARK



REGISTERED

BEE HIVE Knitting Wools

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

The Oldest Established
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering
Wheeling
Petticoat Fingering
Soft Merino

Berlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting Wool

Vest and Silk Vest Wool
Lady Betty
Shetland
Andalusian

Pyrenees
Fleecy
Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

Especially Adapted for Cycle Hose and Sweaters

We claim that they will knit further and wear longer than any other make.

Wholesale Only

Send for Samples.

Agent

Duncan Bell

MONTREAL and TORONTO

verdure class. There is no suggestion of the brownish or yellowish olives in this particular line, which is very aptly named, from the lightest to the darkest, Erin, Gael, Dublin, Kildare, Patrick and Paddy.

There are both humor and appropriateness in the names of these colors, which are very apt to be extremely popular in Paris, since with the French people sympathy and enthusiasm have much to do with style vogue. Having exhausted the Russian craze, the French people, ever eager to go wild over something, are very apt to carry the English khaki and the Irish green tints to an important position. There is also method in the combination, as, though the British are not particular favorites with the French, the general disposition at this moment is to forget old scores in the interests of the Exposition.

The only tints not accorded a strong position are the olives and blues. While the latter are present to a considerable extent in the lighter tints, and, of course, a range of blues is invariably present in a French list of styles, blue is not likely to obtain any great prominence, and olive greens not at all.

THE LIGHT SHADES.

The light shades are divided between two ideas, which, in the last analysis, are very near approaches to the popular pastel tints of the last season. In both instances, however, they are modifications.

In the cloth card these are named the "Nuances Trianon," by which are probably meant the shades used in the decoration of the rooms of the villa erected at Versailles by Maria Antoinette. These are the delicate blues, pinks, greens, purples, roses, lilacs, and other faint hues which are commonly noted in Sevres and other delicate French chinass.

The colors are shown in about 30 or 40 tintings, and bear the names of artists, statesmen, musicians and soldiers of the period of Marie Antoinette. These tints are delicate and transparent, and are less chalky and whitish than the pastel colors.

In the silk card the light tints intended for ribbons, the contrasts in panne, long plushes and other delicate fabrics are a trifle different from anything shown for some time. They are called "Nuances Dragees," or sugar-plum shades, and have the tintings which usually appear in fine French bonbons—light, delicate, yet firm and opaque. They are, indeed, absolutely free from transparence. The color seems to be on top of the fabric and not seen through either a misty or faded surface, as in either the pastel or the trianon tints.

No particular tint has prominence, unless it is the bluish casts, which are closely followed by the pinks, then the lilacs, then several greys, and an occasional green or cerise.

OTHER TINTS.

The silk card leads with khaki, followed by a series of delicate roses and pale-blue faded effects which are supposed to represent moonlit water. Then, there is again a line of blue-water tints, of a more greenish cast, which are supposed to represent sunlit water. Again comes a very vivid and peculiar line on the turquoise order, the names of which seem to be wholly arbitrary.

It is important to recognize that at least three differen



ECHO ROCK, LAKE JOSEPH.—Published by courtesy of the G.T.R.

classes of blues, each ranging from light to the medium tints, are to be utilized in the season's silk productions.

There is a line of bluish-purples and one of helios of a very reddish cast.

Quite distinct from anything seen in some time is a line of green colorings of the grassy variety, following very closely the greens in the cloth card, but in lighter hues. They are called osier, Erin, shamrock, trefle, Irlande and espoir. Geranium reds, with a coral tendency, strengthening into a very vivid red of the coquelicot cast, are the last leading division of colors in the silk card. There are, of course, many varieties of every shade—dull roses, old greys, aster tints in peculiar blues, etc.—necessary to a full assortment of the shadings demanded by the mercantile world as adjunctive to the main tints of the season.

Show customers that it is a pleasure to see them, and that it is your desire to supply their wants. Let this service be prompt and unhesitating; no one likes to wait, and people will shun stores in which they have been kept waiting on previous occasions. It is desirable to cultivate an aptitude for remembering the names of each individual customer. Do not talk too much or suggest by your manner that you consider your judgment better than the customer's. Avoid sarcasm; it may display sharp wit, but will positively not assist in drawing or keeping trade. Show everything new in fashion, quality and design.—Ex.



HAYSTACK BAY, LAKE OF BAYS.—Published by courtesy of the G.T.R.

S. V. Willson



MANUFACTURER
OF

ABSOLUTELY PURE
CANADIAN WOOL

Bed Blankets

in Supers and Extra Supers in White and Grey.

Horse Blankets

made and strapped, and by the yard.
The best in the market.

Also a splendid line of . . .

BLANKET MANTLE CLOTHS

in Checks, good patterns, and plain colors in Cardinal, Navy Blue, Brown, Green, or light shades of Grey. A good line of Homespun Dress Goods.

All of the above are a specialty of high-grade goods.

PRICES RIGHT. SEND FOR SAMPLES.

S. V. WILLSON, ST. THOMAS and
UNION, ONT.

FOSTER & CLAY'S Productions



Should be prominent in your
Wool Department.

Ask your wholesaler for FOSTER & CLAY'S

**SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.**

**CABLE CORD and
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 12 St. Nicholas Street, **Montreal**

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

"Glovine"

THE ONLY PERFECT PREPARATION

FOR

CLEANING GLOVES

of all kinds.



EASY TO USE. THOROUGH IN RESULTS.

Put up in 16-ounce bottles and sold on a
guarantee.

On sale by all the leading Dry Goods
Stores throughout the Dominion.

Also Cleans the most delicate Fabrics—

SILKS, VELVETS, LACES, etc.

CANADIAN AGENT,

FRED. W. WINTER,

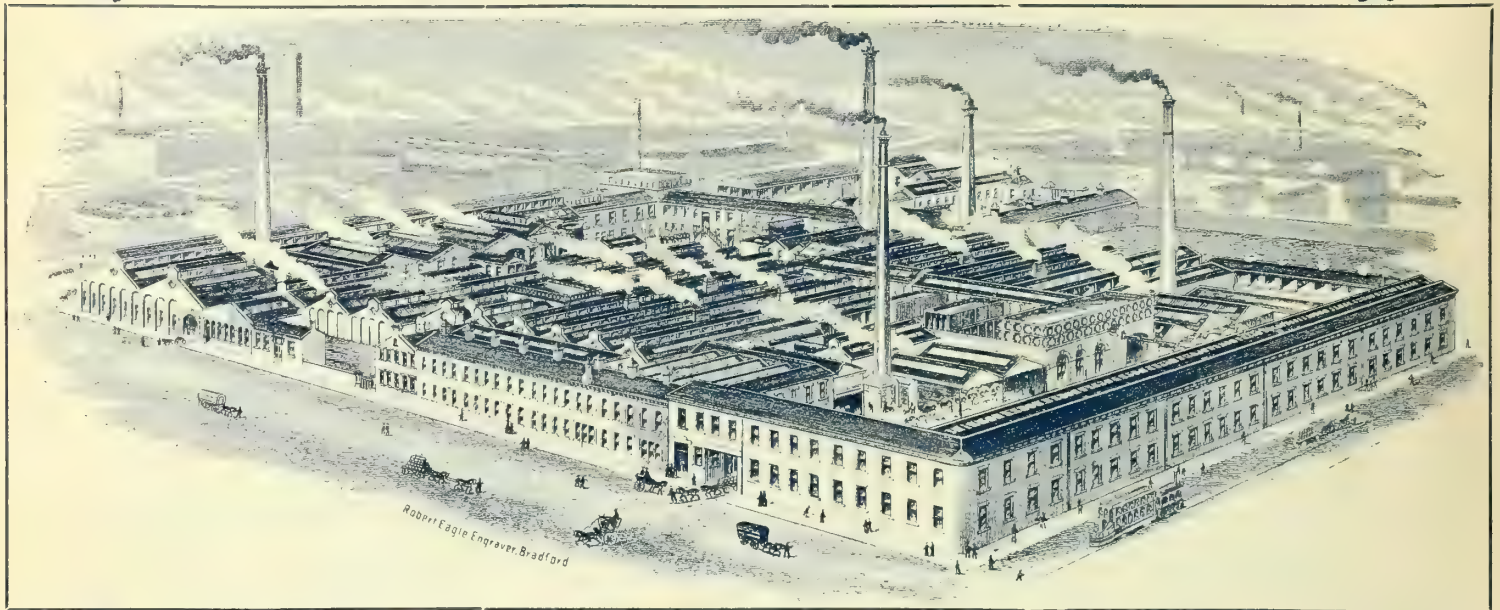
33 Melinda St., TORONTO.

MANUFACTURED BY,

THE GLOVINE MFG. CO.

WILKESBARRE, PA.

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

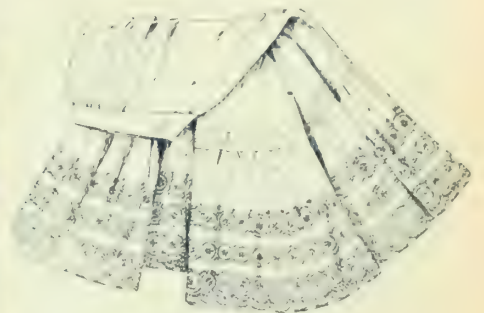
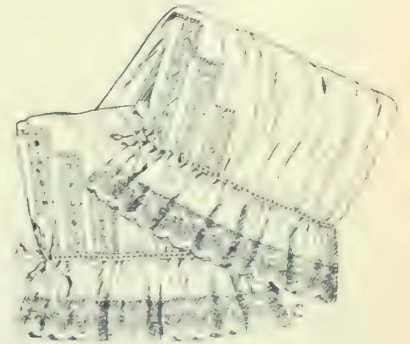
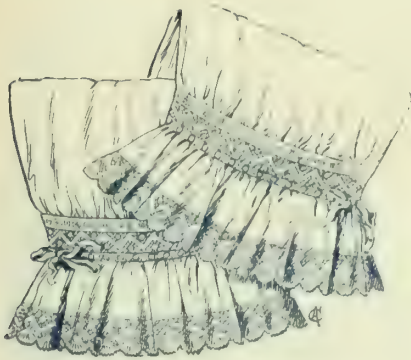
To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods :



Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

Sharp, Perrin & Co.



Manufacturers of

Ladies' and Children's
Underclothing
Baby Linen,
Children's
Dresses,
Skirts, etc.

Write for our illustrated price
list (230 pages). Mailed free
on receipt of trade reference.

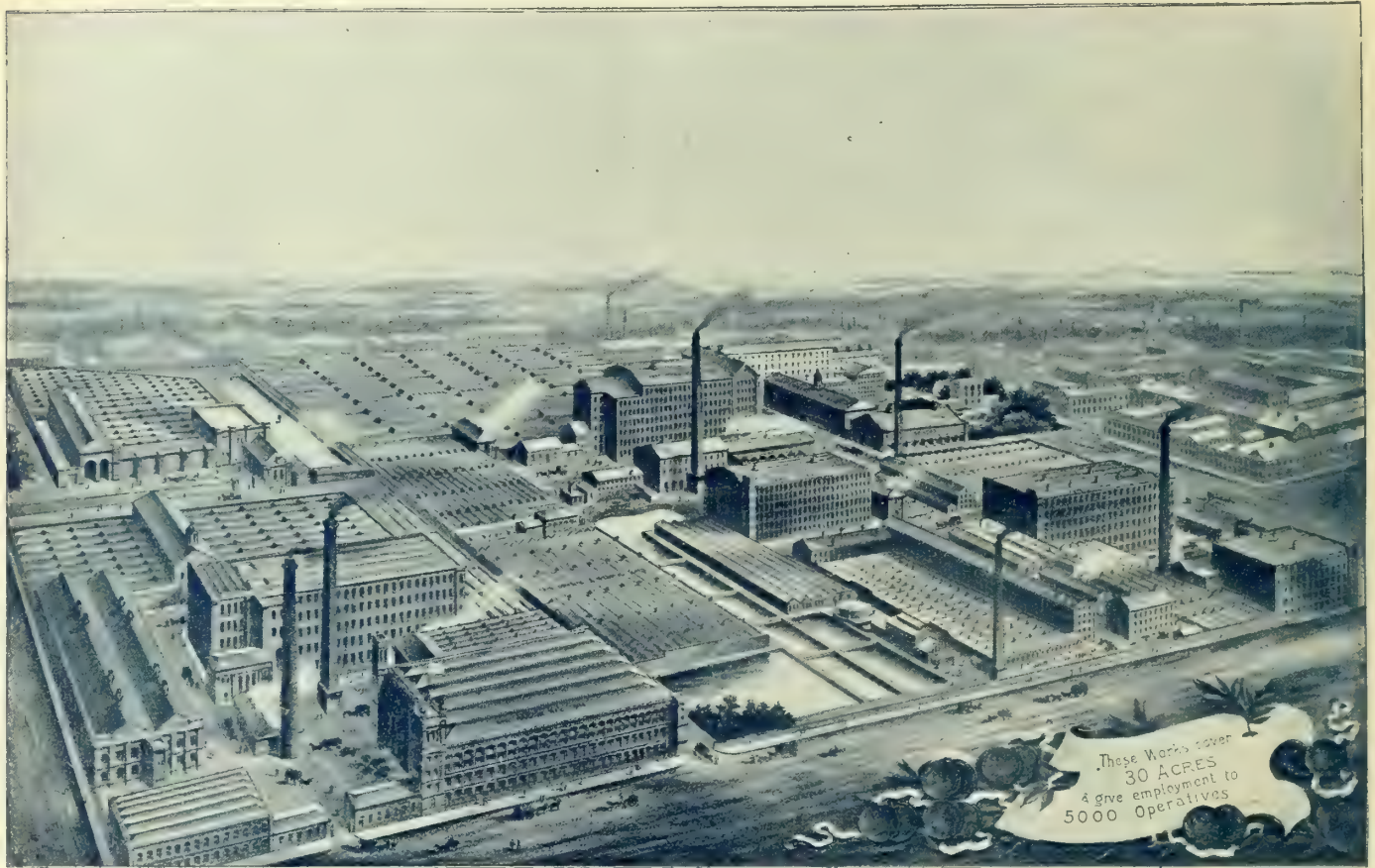


31 OLD CHANGE, LONDON, ENG.

Factories: London and Londonderry.

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS ^{AND} MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

LISTER'S

Velvets and Silks

TO BE HAD FROM

Wholesale Dry Goods

— AND —

Wholesale Millinery Houses.

We stock probably the finest line in the trade.

Allover Laces and Nets, Lace Scarves,
Swiss Embroideries and Allovers,
Esprit Lace and Nets,
Lace Braids, etc., etc.



Our **LACE CATALOGUE FOR 1900** is now ready,
 and will be sent to any reliable merchant on application.

F. Robertson & Co., Toronto

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

From Dry Goods to Soldiering.

The Early Career of General Hector Macdonald.

THE brilliant career of General Hector Macdonald in Africa, both north and south, is doubly interesting from the fact that he began life as a clerk in a drapery, or dry goods, store in the city of Inverness, Scotland. This was the establishment of Mr. Mackay, now retired from business.

It appears that young Macdonald took to soldiering from the love of it, and that he went off suddenly, leaving his employer in the lurch. For this he was afterwards very sorry, in case he might have put that gentleman to inconvenience, and, in 1880, when colour-sergeant, and, therefore, still in the ranks, he wrote Mr. Mackay a letter.

It was a long one, and in its opening passages Hector expressed the utmost contrition, and begged his old employer's forgiveness "for an act committed nearly 10 years ago." That act was in getting drill lessons without his employer's knowledge and enlisting without his permission, thus breaking his apprenticeship agreement. Hector wrote: "I regret the duplicity I exhibited then, and the want of confidence in you

—you who were always an indulgent—I fear too indulgent—always kind, and ever a cheerful and gentle master."

Hector, writing after that interval of 10 years, uses very harsh language towards himself for not frankly telling his employer that he wanted to be a soldier, and says that in the intervening years the thought of this and the possible embarrassment to business which his sudden and unannounced departure



GENERAL HECTOR MACDONALD.

might have occasioned had given him "many a pang of remorse." He adds:

"Many a time have I been on the eve of writing you to ask your forgiveness for my delinquency, but I became faint-hearted and feared being snubbed, and, to tell the truth, I might not have had the courage to do so now had it not been for a cutting which I saw from a newspaper a few days since, in which it was stated that eight years ago I had served as an assistant at another draper's establishment. Now, I know (and you know from my signature) that I was in your establishment—Mr. William Mackay, Association Buildings, Inverness.

"Of course, I have no wish, and your own good, strong and sound common sense will lead you to see that no end or good can be had by contradicting the report. Nevertheless, it opened a way for me to address you, for I felt not a little

nettled—vain man—when being put down as Mr. ——'s production, whereas should anyone be credited with knocking sense into a stupid head, it should be you, and you alone.

"Now, you will please observe that any strides I made in my profession, or any more I may make, are due in a marked measure to the observance and initiation (so far as could be applied to a soldier's life) of your methodical and business-like manner of conducting your establishment; for I may add that what you taught—punctuality, order, cleanliness, method, and here I fell with you and received a lesson) implicit faith and obedience—are the main attributes of a good soldier.

"I need not say what caused me quitting your employ, yet it may be a good turn to you to say—never let your employes lodge with soldiers, or with those who were soldiers, for as sure as you do you may look out to losing some of them."

TROLLEY CAR AND THE MERCHANT.

STATISTICS giving the number of miles of electric railroads built during the past few years, as well as the number of lines in course of construction and projected, is something enormous. It is a wonderful showing of the progress of science and the energy of private enterprise, but back of it there is an economic condition that is worth looking into.

A trolley line between two towns or between a city and its suburbs brings each into a closer relationship with the other, in a business way as well as social, than the railroads do. It is much easier to get into an electric car than it is to go to the station and wait for a train. In Summer especially, a ride in an open electric car of eight or ten miles or more is a pleasure. It is reasonable to expect that a woman in doing her shopping would be more inclined to take a ride and do her shopping at a distance, especially if by taking the ride she would be enabled to reach a larger town and, perhaps, have a greater number of shops to select from. The expenditure of 10c. for an agreeable street car ride would certainly prove no obstacle in her visiting a neighboring town to do her shopping, and she would be very apt to avail herself of the opportunity. This would not only be the case with the women, who presumably have more leisure time than the men, but men, after working hours, would in all probability do the same thing. They would take their families to the neighboring town ostensibly for the ride, but some shopping would naturally be done. The merchant in the larger town, appreciating the advantage he would have, would in all probability take greater pains to advertise his store in the towns from which he would likely draw business on account of the electric road, and merchants in the smaller centres would find competition harder and keener than ever before. The trolley car is an important factor in business in many localities, and its influence cannot be safely ignored.—Chicago Dry Goods Reporter.

The superintendent of The Fair, Chicago, says every one of their 1,500 employes who have been with the concern one year gets a week's holidays with pay. Most of them get away between July 1 and September 1. Extra help is employed whenever necessary to supply the places of absentees. "We do not limit the length of the vacation to one week. Employes take more if desired, but we cannot afford to pay them for the time they are away over one week. I decide on all special cases, that is to say, employes who want to stay away over the regular week consult me, and I give them, so nearly as possible, the time they may desire. Many of our employes have gone abroad and been away four and six weeks. In order to stay away this length of time, however, they must have been in our employ three or four years at least."

IN...

Department "A"

you will find designs and styles of Imported Flannelettes shown by no other house.

Imported Ceylon Shaker Flannel, absolutely unshrinkable, for ladies' and children's wear.

Imported White Saxony Flannel for ladies' and children's wear. These goods are not confined to any one season, but sell all the year round.

Imported Galateas and Oxfords, guaranteed pure Indigo dye.

Imported Sateens, Satanas, and "Soiette" Linings.

Special—40-inch Mercerised Satana, in black and colors, for high-class trade; extra good value.

Rich Duchesse Taffeta Lining, 44-inch, fast black.

High-colored fine Mercerised Italian Linings.

Household Linens, Towels, Tabling, Napkins, Table Covers.

French Elastic Canvas, natural and black, a few hundred pieces, special as to value and price.

Art Muslins, Art Sateens, Art Cretonne, Crepe Cretonne, Duplex Cretonne.

Brophy, Cains & Co.

23 St. Helen St., Montreal.

See also pages 81, 85, 87 and 95.

Department "B."

White Union and All-Wool Blankets.

Grey Blankets and Fancy Rugs.

Grey Army and Navy Flannels.

Union and All-Wool Kerseys.

Batting, Wadding, Grain Bags.

Hessians and Forfars.

For all other goods in this department please see pages

81

85

87

AND

95

Brophy, Cains & Co.

23 St. Helen St., Montreal.



Black and Clair de Lune Sequins

FOR EVENING WEAR, AND TRIMMINGS
AS SHOWN BY

BROPHY, CAINS & CO.,

23 St. Helen Street,
MONTREAL.

DEPARTMENT "C."

The whole of our second floor is given up to this Department. It contains Dress Goods, Silks, Satins, Velvets, Velveteens, Costume Cloths and Costume Tweeds.

Very many times have friends from all over Canada and elsewhere said to us: "This is the handsomest and the best Dress Goods Department in the Dominion," to which we are sometimes tempted to add, "And in it are the handsomest goods in Canada."

You will naturally want to know what it will contain for the Incoming Season. We answer: All the leading novelties and best goods to be had.

You know we have always made Black Dress Goods a strong feature of our business. The ever-increasing support given us by the Trade warranted our doing so. For Fall, 1900, we made a special effort to do better than ever. It is for you to say if we have.

Nothing is so universally worn to-day as Black Dress Goods. The combination of black and white suits everyone. We have Black Dress Goods to retail from 15cts. to \$7.00 per yard.

The British manufacturers, appreciating the Canadian trade, are now producing Black Dress Goods equal in value to the best foreign goods made. They are really producing better goods, because they understand the requirements of our country better than the foreign manufacturers. In the higher grades of British goods we are enabled, assisted by the change in our Tariff, to sell goods equal in style, and better value, at lower prices than can be procured in the foreign market.

We cannot describe in this limited space our Coloured and Fancy Dress Goods. We have the leading novelties in the latest productions, from the best makers, in the fashionable styles now in vogue. We have the greatest confidence in our goods being right, and have no hesitation in asking the Trade to place their orders with us.

We have an immense range of the latest novelties in Costume Tweeds, in both domestic and foreign manufacture, in plain and fancy effects, to retail from 20cts. to \$2.50 per yard.

Plain Coloured Silks and Satins will be largely used in combination with plain and fancy Dress Goods. Some of our high-class Fancy Silks are the handsomest we have ever shown.

Velveteens—our old standard numbers, well-known to our friends, at old prices.

Corduroy Velveteens and Embroidered Velveteens for Blouses. Fancy Figured Velvets for high-class trade.

Lister's Black and Coloured Silk Velvets in over fifty shades. Lister's Sealettes.

Lister's White Bearskins for Infants' Coats. Opera Flannels in self colours, Silk Embroidered and Fancy Printed, extra value.

BROPHY, CAINS & CO.,

23 St. Helen Street

 MONTREAL.

Department "D."

We show Lace Curtains and Curtain Nets, in Scotch, English and Foreign makes.

Laces—Our business in this line has increased very rapidly, showing that we have the goods wanted by the Consumer.

Swiss Embroideries, Insertions, and All-overs.

Ribbons—The leading lines in Blacks, Colours, Velvet and Bebe.

Handkerchiefs are one of our best lines in this department. We are showing extra value in British and Swiss Embroidered Handkerchiefs for the coming season.

Muslins, Lawns and Organdies, plain, tucked and fancy.

Trimmings, Black and Coloured Applique. Bead Trimming, in Jet, Cream, Steel, and Fancy.

Fur Trimmings and Extra Special Value in Fur Necklets.

Shelf Smallwares, comprising Elastics, Braids, Buttons, Hairpins, Safety Pins, Needles, Tapes, Buckles, Belts, Mending Cottons and Wools.

Threads of all kinds, etc., etc.

Brophy, Cains & Co.

23 St. Helen Street,
MONTREAL.

Department "E."

Hosiery, } for men, women,
Gloves, } and children.
Underwear } These are three
very large lines with us.

Top Shirts, Dress Shirts, Regatta Shirts, Collars and Cuffs, Sweaters, Boys' and Men's Overalls, with and without Apron.

Ladies' Shawls, knitted, . . .
Queensland, double and reversible. Tams, Tuques, Hoods, Infantees, Bootees, Mittens, and Mitts.

Yarns—Imported and Canadian Wool Yarns, Fingering, Saxony, Etc.

Sun Shades and Umbrellas.

Brophy, Cains & Co.

23 St. Helen Street,
MONTREAL.

.. For .. Fall Trade

GLOVES AND MITTENS
MOCCASINS AND SHOE PACS
TRAVELLING BAGS
LEATHER BELTS, ETC., ETC.



ESTABLISHED 1868.

During the more than 30 years success of our business, we have always been at the front in all that pertained to improvements in the production of Gloves and Mittens. We have brought out new ideas. We have given the Trade splendid values—goods which have possessed style, given satisfaction and long service.

Our representatives will call on the Trade in due season. Make it a point to see our samples before placing your orders. We guarantee satisfaction, and the maximum in value at the minimum of cost.



W. H. STOREY & SON

The Glovers of Canada.

*** ACTON, ONT.

PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, NEW YORK.

The Policy in Advertising.

Many shrewd advertisers are in the habit of saying that advertising does not pay as well to-day as it did 10 years ago. If true, this is a very sad state of affairs. Advertising is certainly better understood to-day than it was then, and is certainly done a great deal better, and there is no reason why it should not pay better.

It is a fact that advertising is received with a great deal more skepticism than ever before, and this is undoubtedly the reason of its failure in bringing results. If it does not pay now, it is because people have become disgusted with it through having been deceived before; business does not back up advertising, and therefore weakens it.

In the practice of advertising it is more important to do what you advertise than it is to advertise what you do.

Exaggeration is lying. To say that merchandise is worth two dollars when only worth a dollar and a half is just as much a lie as if you said it was worth fifty dollars when only worth a dollar and a half, though in the first case the lie is not quite so apt to be pointed out. In the last case everybody would call you a liar, but in the first case they would only think it. In the long run, one of these things may be just as bad as the other.

The reaction following deceit undoes the work of a great deal of good advertising. An advertisement that costs one hundred dollars may be lost by the deceptive advertisement of a five-cent article.

I have made these lengthy remarks on store honesty in advertising because I believe that the first underlying principle of successful business and successful advertising is absolute honesty.



FROM HAMIL'S POINT, LAKE JOSEPH, MUSKOKA LAKES DISTRICT.—Published by courtesy of the G.T.R.

Honesty is a great policy to follow, even if you do not care for it from principle.

The Truthful Store.

The store that wishes to succeed to-day, and expects to be more successful in the future, must, first of all things, be honest. Have nothing that you are ashamed for the public to know. You may have many things that you will not talk about in your advertisements, for there are many things in business which do not concern the public; but do not have anything that would hurt you if the public should find it out.

Be honest through and through, and not just where you fear you will be caught. The most important of all features of an advertisement is that it shall be absolutely truthful.

Lies Are Found Out.

In order that your advertisement may pay, it must be truthful. I do not believe that any store or business ever made a permanent success through deception. For a short while deception may pay, but no strong, permanent business can be built that way.

Three Ways of Advertising.

The advertising of a store may be divided into three parts:

First, that which you may say about your business in print or otherwise.

Second, your store itself, its attractiveness in appearance inside and out.

Third, your business methods, or the way in which you treat persons who enter your store.

These three parts of store advertising are each dependent upon the other. All three must be good to make a great success at the present time. If any one of them is wrong it is apt to counterbalance the good of the other two to a very great extent. Advertising a store is a many-sided subject. It is just as important and just as good advertising to do business rightly as it is to make your business announcements to read rightly. In fact, it is better to have bad advertisements and good business methods than to have good advertisements and bad business methods, though there is no excuse why any store should not have both good. All that

TRIMMINGS.

LACES

LININGS

BUTTONS

NOVELTIES

VEILINGS

EMBROIDERIES



returned July 18, 1900
to Flett, Lowndes & Co
by Robb

Flett, Lowndes & Co Limited

61 Bay Street

TORONTO



1901

On the March!

Our army of travellers go into active service again in the course of a week or two, for about the **first of July** they will be on the march—East, West, North and South, on a friendly invasion, with our new line for 1901.

We are able to speak almost boastfully of the phenomenal success of our last season's line, but promise you that the 1901 line will discount it by long odds, and experience of the trade has proven that a good selection of

Staunton

Wall Papers

offers attractions that are pleasing to your customers and profitable to you.

The new season's line has many striking and original features. Every pattern is a good one, and will help to fully maintain the high reputation the house enjoys for making and selling popular, quick-selling lines and that assure you substantial profit.

Be on the lookout for one of our men—wait until he gets to you before you place your order.

M. STAUNTON & CO.,

MANUFACTURERS.

TORONTO

FOR 1900 FALL

Plain Habutai Silks,
Fancy Blouse Silks,
Crepe de Soie.

Crepe de Soie Ties,
Fringed Silk Ties,
Ladies' Fancy Plaid Ties,
Children's Ties.

Fancy Embroidered Handkerchiefs,
Printed Border Handkerchiefs,
Initial Silk Handkerchiefs.

Black Mufflers,
Hemstitched Silk Mufflers,
Fancy Silk Mufflers.

Japanese Art Embroidery Goods,
Chair Scarfs,
Table Covers,
Mantle Drapes,
Silk Flags.

K. ISHIKAWA & CO.

Manufacturers and Importers,

24 Wellington Street West, Toronto.

Our travellers are now on their usual routes
with complete lines of samples.

PROGRESSIVE STOREKEEPING—Continued.

advertisements in the shape of printed or other announcements can do is to bring the customer to your place of business, or to induce him to send an order; when once he has visited you, or sent you an order, his future business depends almost entirely upon the way in which you treat him. It pays a store to be liberal in its business methods, to do anything that it can possibly do to please the customers.

The Customer's Good Word.

The more that you can please your customers, the more will be your success.

Except in the case of perishable goods, which spoil to a certain extent in the handling, it pays a store to exchange or refund money cheerfully. When the customer finds that the article purchased can be exchanged or the money refunded, if desired, he not only buys more freely, but, at the same time, has more confidence in the merchandise which he has bought.

One class of advertising the merchant seldom counts upon is, in a certain sense, as important as any other—tongue advertising! If the people who visit your store go away pleased, they will speak a good word for you, and a good word from them will go a great deal further than a whole page of what you say about yourself. The more people you can have speak favorably about you, the greater will be your success.

Employees are a great factor in advertising. They can make or mar your success. The way in which they handle the customer, the politeness or attention they may give to those upon whom they are waiting, will do much toward making the customer come again. Perhaps the most important of all your business methods should be to see that the visitor to the store is rightly treated.

Gain and Loss of Customers.

The proprietor of any store can best study the public in two ways—either by coming into actual contact with them himself, or by gaining pointers from his employees, who do come into contact with the people. No employer should be a king who rules over his subjects at a distance. While it is not necessary that he should be on an equal footing with his employees, while he must retain their respect in all cases, he can come enough in

touch with them to gain from them a thousand-and-one pointers which will be valuable in business.

It is comparatively easy to gain a customer who is in no way prejudiced either for or against you.

"All liberal-minded people will be apt to give you a trial. If their experience is pleasant, they will try you again and again; but, if unpleasant, you cannot expect them to repeat their visit.

A customer once lost is hard to regain. How to recover a lost customer is the most difficult problem that the business man ever came in contact with. As a rule, a lost customer cannot be regained, except after long and patient efforts. The effort should begin by finding out why the customer is lost, and, if the fault lies with you or with your employes, the first thing to do is to acknowledge your error and make amends. If

the fault lies wholly with the customer, the merchant has even then to sacrifice a great deal of his own pride, if he wishes to be successful in getting the customer back.

FINISH OF ENGLISH WOOLLENS.

There is no doubt that "handle" is the prime factor in the finish of all Bradford made textiles. It does not matter what class of finish is required, this is never lost sight of. The principal criticism which Bradford finishers make of American textiles is that the nature and weave of the cloth are not considered as they should be. The American fabrics, they say, appear to be too roughly and strongly handled while being finished. The vitality of the wool is considerably reduced; as one expert says, it is "done to death." The principal features in any marketable cloth due to the application of finish are a soft, full handle, a compact texture, a permanent lustre, and firm-

ness, combined with solidity. Climatic conditions favor England. The atmosphere of England is damp, and this, it is well-known, feeds the wool fibre, wool being very hygroscopic in its nature, readily absorbing moisture from the atmosphere, and retaining it with considerable tenacity. The moisture is removed in manufacturing, and the fabric restored by the finisher to its original state, something that is apparently forgotten by American finishers, says an English authority, who do not seem to comprehend that wool, when woven into a piece, can be easily and permanently spoiled.



LORD STRATHCONA AND MOUNT ROYAL.
High Commissioner for Canada in Great Britain.

Delta Finished Unshrinkable Underwear

HOSE, HALF HOSE and SOCKS.



WOOL FINISHING WORKS.



WOOLLEN GARMENTS MADE UNHEALTHY AND VERY EXPENSIVE BY SHRINKING.

Constant complaints have been made of the unsatisfactory character of woollen garments, both on account of the loss of size through their shrinking in wear and of the insuperable difficulty of getting them washed in such a manner as to retain their size.

Many medical men complained, and not without good reason, of the unhealthy character of woollen garments when they had become shrunken and matted up by wear and washing, as, instead of allowing the effete matter thrown off from the skin to be easily washed out, such matters became locked up in the fabric, and so were retained in contact with the skin in a most unhealthy manner. These defects are remedied by Delta Finish.

THE ADVANTAGES OF DELTA FINISH.

1. Delta Finished Goods will not shrink. This statement is borne out by some years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out.
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer.
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

WOOLLEN UNDERWEAR RENDERED HEALTHY AND ECONOMICAL.

DELTA FINISHED goods meet a long-felt need, as, by their elasticity, they are not only very comfortable in wear, but allow the free passage of the perspiration, which is so conducive to good health.

Not only so, but Delta Finished goods can be washed and well rinsed in warm water to clear out all the soap and unhealthy matters without causing the matting up of the fabric.

Thus, Delta Finish, by supplying a garment which is permanently elastic, affords great comfort to the wearer at the same time, inasmuch as garments so treated can be cleansed by washing and rinsing, supplying him with a really clean and wholesome garment.



These Two Undervests

Were taken from the same dozen and were exactly the same size. One was treated with Delta Finish, then both were tested in one operation for shrinkability. The result is shown to the left. *Delta* is as large as before testing; the other is 5 in. shorter and 1½ in. narrower.

H. Ashwell's Wool Finishing Works

New Basford, Nottingham, England.

CONSIDER PLAIN FACTS ABOUT
P. C. CORSETS



They are admired by all who see or wear them.

In shape, appearance, material and make they have no equal.

BEWARE OF IMITATIONS.

The Parisian Corset Co. have been compelled to abandon the name of "Lady Minto" to their famous and popular corset with the patent safety pockets.

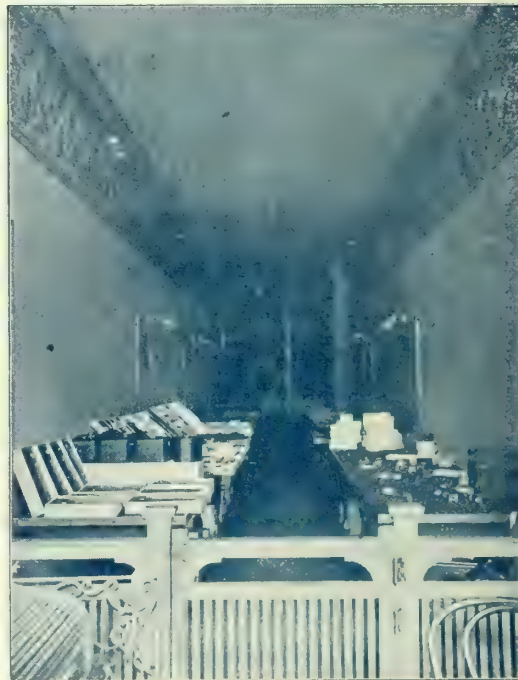
IN FUTURE

the only corsets having this patent will be known as the "**EMPIRE**" and "**FLORA**"—remember the names, and do not be satisfied with any others. Sales have increased 50% since we changed the name.

PARISIAN CORSET CO., QUEBEC, QUE.



Luxfer Prisms successfully lighting a store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.

THE
CALVERT
AND
DWYER
COMPANY

Wool Merchants and
Wool Staplers

TORONTO, CANADA.

**Telephone
Telegraph
Or Write**

 For our Quotations.


IT WILL PAY YOU

TELEPHONE No. 2922.

The Famous Russian Fair.

Where Merchants and Consumers Meet
to Buy and Barter.

ALTHOUGH the fairs of the world no longer possess that degree of interest which formerly attached to them, chiefly owing to the rapid development of the means of communication, yet the Russian Empire has retained many fairs, the importance of which cannot be too highly appreciated in connection with its commerce, especially that of the inland provinces. Of all Russian fairs that of Nijni-Novgorod always has been and still is by far the most important. In fact, this fair is the most important in the whole world.

It is a matter of extreme difficulty to specify exactly what is the turnover of these Russian fairs. Early in the present decade an attempt was made by the Russian Government to establish the number of fairs yearly held in Russia. The result of the enumeration showed that at least 2,825 were held yearly, and that their aggregate turnover amounted to over 600,000,000 roubles. About 82 per cent. of all the Russian fairs bear the character of village fairs (bazaars), in which all articles needed for rural economy are handled.

The geographical situation of Nijni Novgorod is a most important factor in developing its magnitude. Situated at the junction of the Volga and the Oka, it is extremely convenient for communication by water with any part of the Empire. In fact, there is no other point in Russia which could be selected and would furnish the geographical advantages which Nijni-Novgorod possesses. This alone would explain why its fair has always held and still holds a unique position in the Russian mercantile world. The central industrial governments of European Russia send their manufactured goods to the fair; the Ural Mountains their metals; Siberia, its furs, skins, wax, oil, tallow and other agricultural products; the Kama, its salt; and the Lower Volga its fish; the Caucasus, naphtha products and wine; Central Asia, cotton and lamb-skins; Persia, its fruits; China, its tea; the Southwestern region, sugar; the Middle Volga Government, wheat, timber, and other goods; Little Russia, its tobacco; Western Europe, its manufactured goods, groceries and wines and spirits.

A vast number of people congregate in its fair. On an average there are about 200,000 visitors. Although, in general, the Nijni-Novgorod fair has the usual Asiatic coloring, yet the Russian element predominates, and the Asiatics form a relatively small percentage. The Asiatics chiefly take manufactured goods in exchange for their wares, although they sometimes prefer to make the exchange in coin. Many raw materials being dealt in at the fair, the operations are participated in by foreigners. The greater part of the dealings at the fair are done on credit, and the bills are issued for six, nine and twelve months, or even longer terms, and frequently coincide with the periods of the Irbit'sk fairs. In general, it would be impossible to mention any dealings which are not carried on here, from the largest to the most insignificant.

It has been asserted on many sides that the great Siberian Railway will alter the fair in many respects, and that it will cause the defection of several markets which have hitherto been more or less dependent upon the fair; but the place of these most probably will be taken by others. The most prominent Russian authorities agree, however, in stating that the attendance of merchants will go on increasing, and that the fate of the fair will only be doomed when we see an entirely new order of

things, when Central Asia has its own exchanges, banks, and commercial business houses, whose staff shall have the same grasp of commercial knowledge as their confreres of the west. Had the fair ministered to Russia only it would have died out even in our day; but it must be remembered that it carries on an enormous trade with the East, where culture is at a low ebb, and where the habits and customs of the darkest ages of antiquity are still firmly rooted. For these reasons, therefore, the Nijni-Novgorod fair is still in its full vigor, and the time has not yet come for it to show any symptom of decadence.

The opening of the fair is held on July 15, with the accompaniment of the most religious ceremonies. At this time the fair gives the impression of emptiness; only a few merchants have arrived and these are busily engaged arranging their goods. By July 25 all the shops are in full swing and the great majority of the owners and managers have put in an appearance. The Siberian traders are the first to appear on the scene, and they hasten to satisfy their requirements so as to be in time to get home before the Winter sets in. Then, follow in succession Caucasians, Persians, the traders from Central Asia, and the Chinese. Western Europeans are generally the latest to reach the place. The working day commences very early in the morning. The shops open at about 6 o'clock and by 7 o'clock trade is already brisk. Important transactions are conducted in the upper private apartments, over a cup of steaming tea. At the beginning of the fair considerable tact and care are requisite on the part of the merchants and managers, for any ill-considered move in the way of too rapid a reduction in prices or the maintenance of too firm an attitude might spoil the market and cause the loss of customers; but once prices have become fixed, when the demand has been gauged, and the available supplies ascertained, things go on smoothly of their own accord.

The goods which are chiefly sold at Nijni-Novgorod are the following: Cotton and cotton prints, woollen goods, linen and flax goods, cordage of all kinds, silk and cotton-silk goods, furs, skins and leather goods, metals, hardware, cutlery, machinery, implements and tools, preserved fish, sugar, tea, Bokhara, Khiva, Chinese and Persian goods, groceries, wine and spirits from Western Europe, etc.



ONLY FOR THE RICH.

YOUNG CURATE—Do you believe in the doctrine of Calvin, my good woman?

MRS. KELLY—No, yer riverence: doctoring of any sort costs too much for me, a poor widdier.

Hitchcock, Williams & Co.

London Office, 109 FLEET ST., E.C.



SIR G. WILLIAMS
F. G. WILLIAMS
H. WILLIAMS
A. T. WILLIAMS

WAREHOUSES :

69, 70, 71, 72, 73, 74 St. Paul's Churchyard.
43, 44, 45, 46, 49, 50 Paternoster Row.
1, 2, 5, 6, 7, 8 London House Yard.

Manufactories, Warwick Lane and Paternoster Buildings.

ESTABLISHED NEARLY 70 YEARS.

Canadian Buyers

should not fail, when in London, to call in St. Paul's Churchyard. We are essentially a **FANCY HOUSE** and Our aim is always to show the latest novelty in all departments.

Our Specialties are . . .

**MILLINERY AND MILLINERY MATERIALS,
FANCY LACE GOODS, BLOUSES, CHIFFONS,
FANCY COSTUMES, MANTLES, BRITISH AND
FOREIGN DRESS MATERIALS, PRINTS, SILKS
AND VELVETS.**

We shall be glad at any time to show you round our warehouse, and trust you may favor us with a visit.

MOST OF THESE GOODS CAN BE REPRESENTED BY PATTERNS, WHICH WE SHALL BE GLAD TO SEND SETS OF ON APPLICATION.

Trade Pointers of Various Kinds.

Sales of Fall Dress Goods.

Just what may be expected of plaids is not easy of detection at this stage, says The Chicago Reporter. Good lines of plaids have been put into jobbing assortments, and their reception is already encouraging in some sections. Plaid back materials are again enjoying some attention in the best retail departments, but the plaid is not an item of much prominence. Every buyer placing advance orders needs to give the black aggregation special attention. The staple nature of black is never lost sight of, but there are reasons to believe an exceptionally strong black season is about to unfold. Favor is likely to be distributed between an extensive collection of plains of all descriptions and very artistic fancies, showing bright-set figures and conventional designs.

Care of Silverware Stock.

The best way to clean such objects as are usually found on a silver table, is to wash them in a basin with soap and warm water, using a nail brush with some hair on it, not stiff and unyielding fibres, to remove any solid dirt which may have accumulated anywhere. Another good plan is to use warm water, to which ammonia has been added. There is nothing quite so good as ammonia on a wet sponge for removing the dark tarnish. Cloudy ammonia is one of the handiest and most satisfactory forms of this cleansing medium.

Dents or bulges on the sides of cups, or on flat surfaces, can often be removed by continuous rubbing or pressure from the other side; but, if the dent has been caused by a sharp instrument, or by something pointed falling on or knocking the silver, careful hammering by a chaser is necessary, followed by burnishing.

Opinions differ as to what is the proper hue for silver, and tastes vary in this, as in all else, some preferring the crude brilliancy of an absolutely fresh polish, while others prefer the semi oxidized appearance induced by the sulphides in the air.

Books for City Stores.

When properly managed, the book department has proved to be one of the most profitable of the many divisions of a great store. Few people realize how many considerations arise in the buying and selling of books. A great many stores have had an experience something like this: A fairly well-read man is selected to run the department; any available space is chosen, generally in some out-of-the-way corner which cannot be profitably used for some of the established departments; a stock of books is bought, and then it is left to take care of itself. In reality, the proper merchandising of books requires much thought and experience. Public taste is as hard to gauge in books as it is in silks; different localities require different styles; the seasons vary as much as in any of the other departments. Good bookmen are scarce, and generally hold positions at good salaries, which they are not likely to relinquish. In selecting a location for the book department, it should be remembered that a very large percentage of the sales will result from a momentary impulse of the purchaser. A lady entering the store to make some other purchase, passes through the book section; the chances are that she will stop to look at the display of new books, and a good salesman will generally sell her some volume. But the salesman must not intrude; the visitor must be allowed to "browse" among the

books without interruption, the salesman keeping in sight to take the order when it is ready. Most unprofitable book departments are failures for one or both of two reasons: a poor selection of books or a poor location. For several years The H. B. Claflin Company have been making a specialty of books for department stores. Under the guidance of George E. Brightson, manager of the notion department, and a corps of carefully selected bookmen, this section has grown wonderfully. They now supply any book published anywhere in the world, and quote prices made possible only by the immense business done. They are now making a specialty of the installation of book departments—selecting the lines, overseeing displays, supplying experienced men to take charge of the stock. Thus, the department is built up and made to prosper under the personal supervision of the most successful men in the book trade. When everything is working smoothly and on a paying basis, the agents of The Claflin Company resign the guidance into the hands of those selected by the store management to take charge. This is a subject which deserves careful inquiry and consideration from every department store in the land.—Fabrics, Fancy Goods, and Notions.

Value of Advertising.

It occasionally happens that newspapers make a typographical error in printing an advertisement. It is within the writer's recollection that a figure "2" was left out in the advertisement of a big New York house, so that fine suits were advertised to be sold at \$2.75 when the price was \$22.75. That mistake cost The New York World quite a sum, even though the house itself did everything it could to prevent loss to the paper.

Efforts were made to explain the mistake to customers, but in many cases this was not possible. Numerous working women had given up their day's labor in order to obtain one of the suits at the extraordinary price, and if they had not obtained it they would have themselves been out of pocket. Then, too, many customers who did not understand English very well could not be made to appreciate the situation.

Of course, in the case of typographical errors it is not only necessary but customary for the newspaper to stand the loss. An instance of this kind was brought to our attention last week by John H. Taft & Co., Cedar Rapids, Ia. The Morning Republican of that city quoted 25c. French gingham as reduced to 2½c., the figure "1," which made the price 12½c., having apparently dropped out while the paper was on the press.

The firm inform us that their store was stampeded. The goods had been placed on sale at 8.30 a.m. in the wash goods section on the third floor. In spite of the fact that the advertisement read "10-yard limit," the goods sold so rapidly that it was necessary to remove the stock to the basement, and the sale continued until closing time, the basement being crowded all day. The mistake cost The Morning Republican \$185.96.

John H. Taft & Co. express the belief that the sale was the greatest in the West, and one that will long be remembered by the people of their city.

This is a very interesting little experience, and one which suggests the thought, how many retailers would hesitate to spend \$150 or more in selling a lot of goods at a similarly low figure in order to create a sensation and impress the store upon the minds of the public? The sale indicates that such a course would prove a profitable one. This sale, occurring through a mistake, shows what a low price will do. Of course, the loss on the goods should be charged fairly and squarely to advertising, and it should be considered as a legitimate expense. Why not try it once in a while?—Dry Goods Economist.

Dominion Suspender Co
Niagara Falls
 Makers of *Trade D Mark* Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls

Makers of American Styles
Of Neckwear

MANUFACTURERS OF

All Wool and
Union Shannels.



Tweed, Terges & Co.

A.H. BAIRD,
 SECY TREAS

H. STROUD,
 MGR

The Paris Hincey Mills Co.
Paris, Ontario.

If you Want to Learn Anything About Advertising,
 if you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money; or if you are an employee and expect to go into business for yourself; or if you want to get into a new and profitable profession—we furnish the foundation the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent Free.
 Address Advertising World Publicity Club, Columbus, O.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports is prompt and reliable information to date. Every modern fact and claim

Tel. Main 1085.

Seal Fishing off Newfoundland.

An Industry on our Atlantic Coasts.

By a Newfoundland Correspondent.

THE seal fishery is of recent date and not quite 100 years old. As one writer says: "It would appear that the attention of our people was so absorbed in capturing and curing cod that they neglected the oleaginous treasures which the vast icefields every year brought within their reach, and the great seal herds were left to bring forth their young amid the icy solitudes undisturbed by the muderous gun, club and knife of the seal hunter. But this condition of the seal was not to last forever. The day at last came when the hunters forced their way through the crystal ramparts by which nature had so long guarded the helpless innocents. The nursery of countless mother seals was transformed into a slaughter-house, red with the blood of their murdered darlings, slain in their icy cradles; and it became a scene of horror and death. Such is the seal hunt of to-day, involving each year a vast destruction of old and young seal life for the benefit of man."

In the early part of winter the seal is migratory in its habits, and the first attempts to take them were made with nets of stout twine set in narrow passages along the shore, but only small quantities were captured in this way.

Next, large boats were used, from which the seals were shot as they appeared on the surface, but, as these skiffs were not built to cope with ice, this was also abandoned, and the next important step was in the building and fitting out of schooners, from 50 tons and upwards, properly equipped with all appliances for encountering ice and manned with from 10 to 20 men. These first were so successful that others followed, and in the Spring of 1857 some 400 vessels, their united crews numbering nearly 12,000 men, took part in the fishery.

In 1863, the first steamers sailed for the ice fields, and these rapidly increasing, soon forced the sealing schooners out of the field. In 1866 there were 170 vessels and five steamers. In 1873 there were 18 steamers and in 1885 25 steamers. At present there are 22 steamers and 50 small schooners. These steamers are from 350 to 550 tons burthen and carrying from 200 to 300 men. The large ones can bring, when loaded, from 32,000 to 40,000 seals.

Harvey, in his article on the seal fishery, gives an instance of the largest trip ever brought in, 40,000 in the steamship Neptune, Capt. Sam Blandford, "Newfoundland's Greatest Sealer," the weight of the fat being 894 tons, value \$103,750, or £20,000 sterling. Also, in 1885, the steamship Resolute brought in 34,628 seals, gross weight 772 tons, and steamship Ranger 36,112 seals, weighing 755 tons. Of course, these are exceptionally good fares.

Not unfrequently a ship returns to port "clean." That, in sealing parlance, means without a single pelt. In unfortunate years the catch does not exceed 160,000. The best year, 1891, 539,084 seals were brought in. In 1893, 129,081. In 1897, 126,500, the smallest catches yet recorded.

Steamers are prohibited from making second trips, and no seals are to be killed after April 20, and further, no steamer is allowed to leave port before March 10, and no seals are to be killed before March 12. These regulations are rigidly enforced, and any sealing captain convicted of a breach is fined in the sum of £2,000.

Young seals are born on the ice carried past the Newfound-

land shores by the Arctic current from February 15 to 20, and, as their growth is more rapid and their yield of oil of a much finer quality than that of the old seal, they are more eagerly sought after by the hunters. They are at their best by March 16, and then the sealer is in his glory.

When the vessel reaches an icefield with seals in sight, the men are (to use another sealing term) "thrown overboard," and the slaughter begins. A smart blow on the nose kills the young seal, and the "sculpting knife" of the hunter is quickly at work, detaching the skin with its adherent fat from the carcass, which is left on the ice. After a few hours' work, each man "lines up" his pelts and turns them to the vessel, where they are hoisted aboard and stowed in the holds.

On the arrival of the vessel at St. John's the skins are landed and the fat separated from them after which process known as "skinning" the former are salted for export the fat being "vatted" for manufacturing into oil.

From 1858 to 1894 inclusive, the enormous quantity of 9,312,359 seals were taken.

In 1895 the number of steam vessels engaged in the fishery was 20, with a tonnage of 6,220 and crews amounting to 4,680 men. The seals taken by them were 270,000, tons weight 6,150. The greatest number for an individual ship was the Neptune, Capt. S Blandford, with 32,300, weighing 924 tons. From 1885 to 1892 inclusive, the value of seal oil and skins exported from Newfoundland aggregated \$5,000,000.

In 1896 the following steamers sailed from St. John's and other ports: Hope, Vanguard, Greenland, Panther, Iceland, Mastiff, Ranger, Nimrod, Windsor Lake, Neptune, Aurora, Diana, Walrus, Kite, Leopard, Labrador, Wolf, Algerine, Newfoundland, Harlaw, Terra Nova and Esquimaux—twenty-two in all. Of these, the Newfoundland and Harlaw are not reckoned as Newfoundland steamers, being owned by a Halifax company.

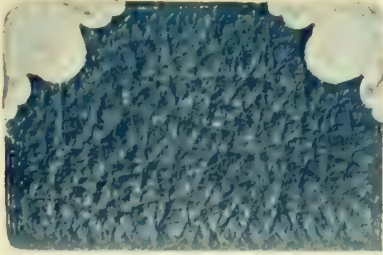
The total number of seals taken by this fleet reached 187,000, the Neptune again leading with 22,500, weighing 504 tons. Two out of the 22 never returned, viz., the Wolf and Windsor Lake. Both these vessels were caught in the ice, crushed and abandoned, their crews being received on board other vessels. The Hope broke her main shaft and was towed into St. John's, while the Vanguard, Ranger and Walrus were more or less injured, but not enough to prevent them from finishing the voyage.

In 1897, 20 vessels of 6,227 tons, with crews numbering 4,800 men, took part in the fishery. This season was a very poor one, the total catch being only 126,500, weight in tons 2,737. The palm for the large trip this year was taken by the Aurora, Capt. Arthur Jackman, with 28,000 seals.

In 1898, 19 vessels of 5,720 tons, manned by 4,838 souls, prosecuted the sealing industry and brought in 243,000 seals, the Aurora again being high line with 25,660. The Spring of 1898 will be well remembered by the disaster which happened to the Green and Captain Barbour, whereby 23 men perished on the ice. This Spring also there was an increase in the number of schooners, owing to a bounty of \$4 per ton being paid by the Government to the owners of every schooner engaged in the fishery.

In 1899, about 20 vessels engaged in the industry.

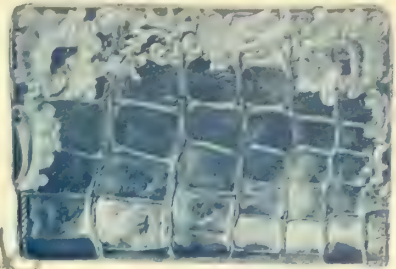
That the introduction of steam in the seal fishery has been the means of causing a falling off in the number of hands employed, is well known, and there have been agitators who want the Legislature to abolish them altogether, but, to again quote the words of our historian: "As well expect the abolition of the railway and the restoration of stage coaches." The steamer in the seal fishery is here—to stay.



One of the Best Selling Lines
for this year is the . . .

FINGER PURSE

Made In all the Fine Leathers.



COMBINATION PURSES
CARD CASES
POCKET BOOKS
CLASP PURSES

In Mounted and Unmounted Goods.

Chatelain Bags

AT ALL PRICES.



Ladies' Belts

IN ALL STYLES.

SHOPPING BAGS

WRITING FOLIOS

NOVELTIES

Men's Belts

IN ALL QUALITIES.

Send us your name and address and we will be pleased to write you.

THE JULIAN SALE LEATHER GOODS CO., Limited

Makers of FINE and FANCY
LEATHER GOODS.

105 King St. West, TORONTO.

GLOVES

WRITE TO US.

Your
Stock
will
be
incomplete
without
our
GLOVES.



Our Gloves

Wear Well and Look Swell

Fit Well and Sell Well

40 years' experience to assist us in caring
for your wants.

JAMES HALL & CO.

BROCKVILLE, CAN.

"Chester" Suspenders
for careful dressers.

"Lawrus" Fabrics.

(REGISTERED TRADE MARK NO. 176206.)

These Dress Fabrics can Only be
Supplied by

LAW, RUSSELL & CO.
BRADFORD

EVERY YARD IS STAMPED "LAWRUS."

Buy early to secure delivery
for the Fall Season.

PATENT LOCK STITCH HOSE

For MEN, WOMEN and CHILDREN.

10 FOLD KNEES and 6 FOLD ANKLES.

Buy these from the Wholesale, they
will Double Your Hosiery Trade.

Just Think
10 FOLD
KNEES



WILLIAMS & BELL

MONTREAL



Fine All-Wool Material for Bodice and Skirt complete, Embroidered
as above plate, Price, \$11.00.

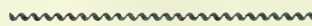
Sold by KYLE, CHEESBROUGH & CO., Montreal.



"The Star in the East"

The Star of Civilization has at last risen over
China and hereafter she will probably enjoy
a progressive government.

OUR STAR, which arose some twenty years ago, has steadily increased in lustre, and, to-day, shines bigger and brighter than ever, guiding wise men and keen, close buyers to the only exclusively **Fancy Dry Goods** house in Canada.



OUR SPECIALTIES:

Dress Goods, comprising Tweed Effects, Meltons, and a large range of Blacks, also a most superb assortment of *Suitings*, in Plain and Fancy Tweeds, Coverts, etc.

Cloakings, Mantle Cloths and Golf Cape Reversible Cloths, in latest designs.

Silks, Blouse, Lining, and Trimming Silks, in newest patterns and colors. . . .

Velvets and **Velveteens**, plain and fancy, including Velvet Cords, and the new "Panne Velvet."

Opera and Blouse Flannels, in plain and fancy plaids, all the newest shades.

Costumes are an important line with us. We show them in plain cloths unlined, and lined with silk, also in most elegantly embroidered designs.

Robes of Lace and Sequins for afternoon and evening wear. Most exquisite in delicacy and beauty.

Shirt Waists of Velvet and of Mercerised Sateen.

Laces, Insertions and All-overs. Also Chiffon Embroidered Laces and All-overs.

Chiffons, Plain and Embroidered, all widths, and in latest shades.

Trimmings in Silk, Beaded, Sequin, and Embroidered. Also the "New Century" trimming in colors to match the new Moonshine and Wedgewood shades.

Ribbons, Silk, Velvet, and fancy, in full range of Colors and black.

Belts in a large assortment of new styles, including the New Improved Princess Pulley.

Neckwear, comprising novelties in Lace Scarfs, Embroidered Chiffon Scarfs, and the new *Chiffon Boa*.

Hair Slides, Combs, Pins, and Ornaments, etc.

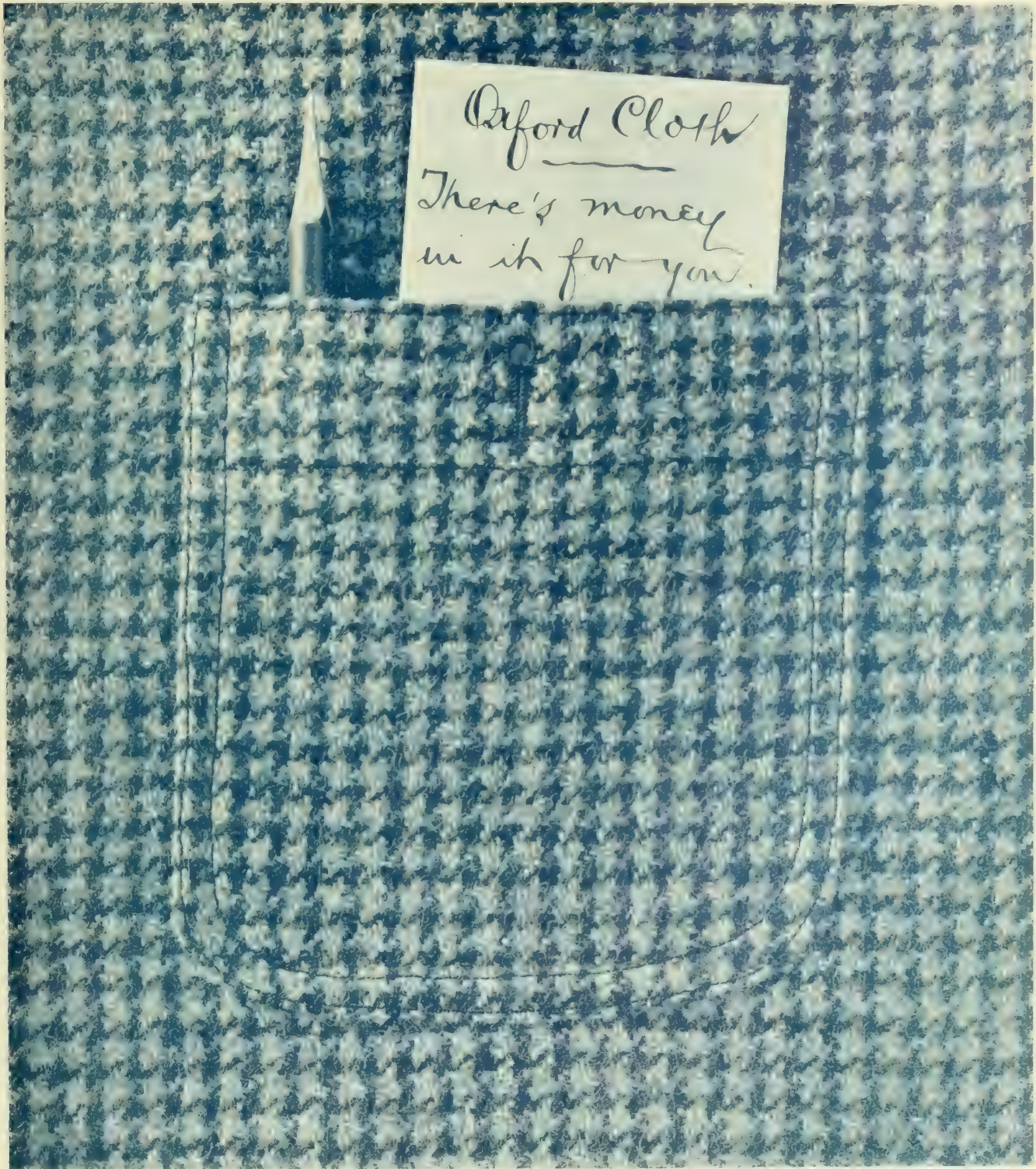
Hosiery, Gloves and Underwear in Cotton, Cashmere, Wool and Silk. Values surpassed by none in the trade.

"Queens Gate" Hose. We are sole agents in Canada for the celebrated Indelible Black "Queens Gate" Cashmere Hose.

LETTER ORDERS SOLICITED.

The Lace Warehouse of Canada.

KYLE, CHEESBROUGH & CO. 16 ST. HELEN STREET **MONTREAL.**



Oxford Cloth, for Ladies and Gentlemen, has a smartness, a novelty, a good look about it which wins the admiration of both dealer and consumer. It is money in your pocket to handle **Oxfords**.

OXFORD MFG. CO., LIMITED, Sole Producers **OXFORD, N.S.**

NISBET & AULD, Agents for Toronto and West, TORONTO, ONT.

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well-known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

Every now and then one hears of retailers in small towns making agreements among themselves not to patronize "fake advertising schemes." Why they cannot individually fail to patronize them without agreeing to do so is not clear to our mind; but, perhaps, there is a certain strengthening and buttressing effect in making the agreement. To know that if one breaks the agreement he will be the only ass in the town, probably prevents many a merchant with a paucity of will-power from taking the risk of securing such a distinction.—Printers' Ink.

A LARGE portion of country advertisers' appropriations is wasted on these "fake" schemes. By a "fake" scheme I mean a scheme that can't justify itself on its own merits as an advertising proposition. Many advertisers go into these "fake" schemes in order to please a customer or someone in a position, or a fancied position, to influence trade. These schemes are legion. They include schemes all they way from church-fair programmes to "fake" write-ups. A great many apparently well-intentioned people seem to look upon the advertiser as fair prey for any sort of old thing in the way of a scheme. If the Ladies' Aid of one of the village churches give an entertainment in the music hall or elsewhere, they must perforce have a programme printed. Of course, the programme is of no earthly (or heavenly) use as a programme, because no one reads it, or is expected to read it. But think of the chance it gives the "Ladies' Aid" to go around and "work" the local merchants and other advertisers! The church is supposed to need the money, and so the workers hustle out to get it. And the money so donated is charged to "Advertising," instead of being charged to "Religion." As such advertising is never, by any chance, of the slightest use as advertising, a distinct injury is done to the cause of advertising. Of course, it is quite right to give money to good purposes, and when it is necessary to raise money for such purposes, probably no harm is done to anything except, as just stated, to the cause of advertising. But let no merchant, or anyone else who spends his advertising appropriation in this way, deceive himself into thinking he is an advertiser. He is not an advertiser. Indeed, he doesn't understand the first principles of advertising. Advertising is publicity. Putting one's money in an advertisement where no one will ever see it, and where no one expects anyone to see it, is not advertising. It may be religion, or charity, or soft-heartedness, or downright foolishness, or what not, but it distinctly is NOT ADVERTISING. A merchant who appropriates a certain amount for advertising and then deliberately spends it in something else in the guise of advertising is foolish; and he is none the less foolish because he thinks he is an advertiser.

This custom of "working" the advertisers by churches, lodges, societies, and other associations has grown to such an extent that it is not surprising that advertisers, as related by Printers' Ink, are seeking to band themselves together in order

to offer the better resistance. But why make any agreement among themselves? Why can't each advertiser be man enough to make a stand for himself? Unless there is this manliness the evil complained of will never be overcome.

But probably the most seductive and insidious of all the "fake" schemes is the "write-up." This is a "fake" game pure and simple. It is true that it does not, as a rule, masquerade in the disguise of charity or religion, yet such is the weakness of human nature, and the inherent desire to see one's name or photograph in print, that a couple of smart write-up fiends can go into almost any town or city and make a good thing out of it. The best way is to have nothing to do with any advertising that is not "straight goods."

* * *

I have noticed recently in Canadian advertising quite an outbreak of patriotism. There seems to be quite a tendency to use the South-African War, and scenes and circumstances connected with it, for advertising purposes. This course is certainly quite understandable even if not good business, which is to say good advertising.

The question is: Why should an advertiser work into an advertisement something that has really nothing to do with it? Does he strengthen the advertisement thereby or weaken it? I say that he always weakens it. He weakens it, because by so doing he admits that something extraneous is required. This truth is illustrated by a large advertisement of Messrs. Grafton & Co., of Dundas, Ont., that I have before me as I write. The advertisement is of several kinds of dry goods. A part is of wash skirts and is illustrated (?) by a picture of a bugler with military tents in the background. The picture, as will be seen by the reduced reproduction herewith, has nothing in the world to do with wash skirts or dry goods of any kind.



Fully Assorted Makes of New Wash Skirts Just Received

This department is interesting and prices are within the reach of all. The prices range from 45c, 75c, 1.00 to \$2.50.

These include Linen Batiste, Linen Crash, Cover and White Pique.

FANCY BLOUSES

Another section of the Grafton advertisement is of silks for June brides. This section has a very pertinent illustration,

JOHN M. GARLAND, SON & CO.

Wholesale Dry Goods and Carpets,

* * * Ottawa, Canada.



146 to 152 Queen Street,
45 to 51 O'Connor Street, OTTAWA, CANADA.

Departments

- A. Staples.
- B. Colored Cottons and Linens.
- C. Tweeds and Cloths.
- D. Dress Goods and Linings.
- E. Men's Furnishings.
- H. Small Wares,
Hosiery and Ribbons.
- T. Carpets and House
Furnishings.

THIS firm can afford to sell closer than most other houses, as they sell about 75 per cent. of their output in the house, while other firms having as large a turnover sell about 75 per cent. on the road. Letter orders filled carefully and at once. Why not try us?

THE CANADIAN RUBBER CO.

OF MONTREAL.

MANUFACTURERS OF RUBBER BOOTS AND SHOES.



Our products for the coming season are of the very latest styles in Gents' and Ladies' Footwear, and we would ask The Trade to have a look at our samples before placing their orders.

Our "Jacques Cartier" Brand is the best shoe in the market, and Our "Goodyear" cannot be surpassed as a second grade, and is better than many so-called firsts.

ALSO MANUFACTURERS OF BELTING, HOSE, PACKING, ETC.

BATTING

Guaranteed free of threads and other weak and lifeless stock

North Star, Crescent and Pearl Cotton Batting

Quality for this season still better than ever. The best at the price. Made of good pure Cotton—not of shoddy. Ask for North Star, Crescent, and Pearl Batting.

ROBERT HENDERSON & CO.

Dry Goods Commission Merchants

181 and 183 McGill Street,

— MONTREAL

NERLICH & CO.,

IMPORTERS

FALL AND HOLIDAY

Fancy Goods

Dressing Cases and
Fancy Toilet Articles,
Albums, Photo Frames,
Pocketbooks, Vases,
Figures, Fancy China-
ware, Ornaments.



"AT THE FRONT"

IN OUR DOLL
DEPARTMENT.

Dolls, Toys, Games and
Xmas Novelties.

Our showing for the approaching **Xmas Season** is almost complete and our travellers will be on the road shortly with full lines of samples.

In **Novelty** and **Variety** our present range excels all previous efforts, and, thanks to our ever increasing buying facilities at the factory centres, the values defy the advancing market and preserve the usual high quality standard throughout.

Place your orders early to insure complete and early shipment.

CATALOGUE READY IN AUGUST.

NERLICH & CO.,

35 Front St. W.,

TORONTO.

GOOD ADVERTISING—Continued.

and is reproduced as shown below. Anyone who uses his thinking apparatus for a minute or so will readily see that the silk section is much better advertising than the wash skirt section. It is not only better advertising but in better taste. It is better advertising, because the illustration is closely con-

BEAUTIFUL SILKS FOR JUNE BRIDES

Some particularly big values in
Blouses and Dress Silks Our as-
sortment is complete

Plain Taffetas, all new shades, 40c
Fancy English, all silk in plain
and fancy stripes, great variety
of colors, 50c.

Plain Taffetas in nile, sky, mauve,
white, cream, brown, navy, tur-
quois and cardinal, 75c.

Bengaline Cords, brown, navy, re-
sida, cogalicot, white, cream, 75c

Whipcords, in nile, mauve, sky
and coral, \$1



nected with the text. It is in better taste, because it does not seek to drag the noble sentiment of patriotism down to the level of cold business.

Grafton & Co. were, no doubt, prompted to the use of this objectionable illustration by the thought that it would be more likely to attract attention than would a pertinent illustration. This is a mistake, however, and a very common one.

Boys' Clothing . .

Think Twice ; Yes, Several Times,

before deciding where to buy your Boy's New Suit. Our stock is the largest we have ever shown, and prices were never more in your favor. It will cost you nothing to see them if you do not buy. It will save you money if you do buy :

Boys' Navy Serge Blouse Suits, trimmed with white braid	\$1 25
Boys' 2-piece Suits, sizes 22 to 30, at from ..	\$1.25 to 3 75
Boys' Vestee Brownie 3-piece Suits, sizes 22 to 26	\$2.00 to 4 75
Boys' 3-piece Suits, short pants, sizes 28 to 33	\$2.75 to 6 00
Boys' 3-piece Suits, short pants, sizes 34 and 35	\$3.95 to 6 75

MEN'S SHIRTS

Men's dark check flannel shirts at 25c.

12 doz. men's print shirts, assorted dark and light colors, some with collars attached, some without collars, soft fronts, worth 75c., for 50c.

Men's fine colored shirts, immense assortment to choose from, latest styles, 75c. to \$1 25.

6 doz. men's black or drab overalls to clear at per pair 39c.

Men's cotton or wool sox 5c. per pair.

GRAY, CAMERON & CO'Y.

WIARTON, Ont.

Terms Strictly Cash.

One Price.

I will venture to say, without fear of even any denial, that the illustration that goes with the silks for June brides is much more likely to help sell silks than the bugler picture is likely to help sell wash skirts.

What would be thought of a person who attempted to work his religion into his advertising ! He would surely be condemned by everyone. Patriotism, though not so sacred as religion, comes very near the latter in the affections of most of the people in Canada. Let us then cease trying to use it in our very natural struggles for dollars and cents !

* * *

I think that the Canadian clothing men are doing better advertising on the whole than are the drygoodsmen. Two or three retail clothing houses in Toronto and Montreal are setting the pace for the whole of Canada. And it is a pace hard to keep up with. I don't know whether or not Gray, Cameron & Co., of Wiarton, Ont., are clothiers only, but this advertisement of theirs (reproduced on a reduced scale) reflects great credit for people in business in so very small a place as Wiarton. The selection of type is really excellent. And it must be remembered that to select suitable type from the outfit of a country newspaper office is none too easy. It seems to me that Gray, Cameron & Co., deserve a word of praise.

* * *

The Double Store

Biggest, Best and Brightest in Barrie.

FURNISHINGS
CLOTHING
DRY GOODS

HATS AND CAPS
DRESSMAKING
MILLINERY

Talking of Advertising.

Our theory is that it doesn't matter half so much what you say in the papers as what you are and do in the store. Mercantile success is built up on store service—and that we've got to the point of absolute perfection. Of course, we like to talk about the service we give—to the child as well as to the adult—to all alike—to the customer with the unlimited wallet, just as to the customer of modest means. In short, we like to emphasize the fact that with us store service is not expensive but experienced—and to assure you that you'll profit in testing it. Test the matter—save the dollars. It's a truism that big value's a basis for big business. We are obliged to do a big business in our big store. What's the inference ?

HERE ARE BRIEF HINTS AS TO OUR Ladies' Fine Dress Fabrics

Tweed Suitings, superb goods, at 25¢ a yard. All-wool Serges, black and colored, newest creations, at 25¢ a yard. Extra heavy weight Serges, blacks and blues, hard finish, wearing, at 50¢ a yard. New lines of Imported Suitings, most elegant, from a quarter to a dollar a yard.

Dress-Skirts and Underskirt Showings

Ready-to-wear Dress Skirts and Underskirts, black and colored, embracing Piques and Crashes, fitting and finely finished, from \$1 00 to \$2.50. Mercerized silk-finished Underskirts, \$1.75, \$2.25, \$2.50. Those mentioned barely touch the stock.

Shirt Waist Profusion

Our offerings in new season Shirt Waists will be a revelation to the shopper. A line at 50c. will sell on sight. Combinations in colors at 75c. are rare value. Very special conceits at \$1.00, \$1.25 and \$1.50.

Parasol Importations

We've gone heavily into Parasols and Sunshades, the newest fancies from the leading makers in the old land. Commonest to best, 50c. to \$3.50.

We've no need to exploit our Dressmaking Department in the press. Our Miss Murphy's judgment, skill, and happy knack of executing commissions on time, has given lasting reputation to the rooms. The staff is busy, but we'll take your order and fulfill your commands to the letter.

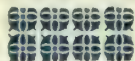
New things in Summer Millinery are beginning to take precedence over spring showings. Our Miss Wright has her own way in this department, and we stand behind her every effort to keep abreast of the season. The past week has witnessed arrivals from the great millinery centres, which give the cue to what's to be worn the coming Summer. You are welcome to inspect, whether disposed to order or not.

FRAWLEY & DEVLIN

Front Street, Barrie.

N.B.—The clothing salespeople are busy these days. Come in while the snaps are available.

THE GREAT WHOLESALE DRY GOODS WAREHOUSE OF THE GREAT WEST.

FALL 1900

**OUR
DEPARTMENTS
ARE:**

1. Foreign and Domestic Staples.
2. Dress Goods and Tailors' Woollens.
3. Hosiery and Smallwares.
4. Men's Furnishings.
5. Carpets and Housefurnishings.

Each Department is filled with goods carefully and specially selected for our customers throughout the Great Canadian North-West.

By placing your order for Fall, 1900, with us we are certain it will be to your advantage and profit.

We know that every wide-awake merchant is looking for the best values to be found in the Trade, and right here he is sure to find them.

Last season was the best in the history of our business. We believe that we helped to make it exceptionally good for those who had dealings with us.

Our samples this season are better and more numerous than ever before. With our facilities for close buying, and our ideas of close selling we are able to quote as low a price as any in the market.

With us letter orders are a special feature Try us and you will be convinced.

Have our traveller call on you or write direct.

R. J. WHITLA & CO.,

Wholesale Dry Goods
Importers,

WINNIPEG.

GOOD ADVERTISING—Continued.

Frawley & Devlin, Barrie, Ont., seem to have right ideas about advertising. I haven't the pleasure of being personally acquainted with this firm, but if their store is as good as their advertising it is all right. There is a "snap" and a vim about their announcements that are quite refreshing, as witness the clipping from a recent issue of a Barrie paper on previous page.

It is here of course much reduced in size. The main charm about this advertisement is its evident truthfulness. There is no loud bombastic talk or absurd claims. Not once is the claim made that their goods are cheaper or better value than those of other Barrie merchants. The adverse criticism I feel compelled to make is on account of the lines or rules that divide the advertisement into different parts. If these rules had been omitted and headlines for the dressmaking and millinery section put in it would have been an improvement.

* * *

Compare the advertisement of Frawley & Devlin's with John J. Weddall's, Fredericton, N.B. Both of these firms are in the same line of business, and Fredericton being a more populous town than Barrie Mr. Weddall has a better

MAY 25, 1900.

Now that the fine weather is here you will need
to replenish your homes.

An Immense Line of . . .

*Lace Curtains,
Curtain Scrims,
Floor Oilcloth,
Stair Oilcloth,
Chenille Portieres,
Etc., Etc.*

JOHN J. WEDDALL.

Agent for Standard Patterns.

opportunity than the people on the shore of Lake Simcoe. I think I could write a book on the difference between these two advertisements. The man who is desirous of learning something about advertising can easily acquire some valuable ideas by making a study of these two specimens.

* * *

I have received a copy of a reproduction in color of Mr. A. W. Cressman's advertisement in the Peterboro' papers. The reproduction is used as a dodger following up the advertisement in the daily papers announcing a special sale. I am asked for an opinion. In the first place, it is quite clear that Mr. Cressman has grasped all the essentials of good advertising, and that he knows it is useless to omit prices in making his announcements. The consequence is that this circular is crowded from top to bottom with valuable information about a great many lines which he is offering to the public. In several cases, also, he has illustrated his circular with neat little cuts,

and the announcement in all its details shows that a great deal of time and trouble have been expended in getting it up. I should say that if it gets into the right hands it would bring results. In fact, I can't conceive of a properly circulated advertisement on these lines, providing the prices are right, not bringing ample returns to the advertiser. I do not know that the typographical arrangement of the matter on the circular is above criticism. In order to get a lot of matter into a short space there has had to be some crowding. This gives the announce-

WASH FABRICS

These Prices Run with an Economical Step.

<i>At 5^c.</i>	1,000 yards of mid light Prints, full 36 in. wide, good wearing cloth. SALE PRICE only. 5^c.
<i>At 12¹/₂^c.</i>	12 pieces striped Pique, in variety of colorings. Stylish and pretty, worth up to 25c. SALE PRICE only 12¹/₂^c.
<i>At 6¹/₂^c.</i>	600 yards Foulard effect Cotton Dress Stuffs. SALE PRICE only 6¹/₂^c.
<i>At 8^c.</i>	12 pieces American Percalettes in dark colorings of Red, Blue and Black. SALE PRICE 8^c.
<i>At 15^c. to 50^c.</i>	Over 100 pieces of the very newest and daintiest wash stuffs, including the new Silkanettes, Cotton Foulards, for dresses and waists. These will interest you. See them.

ment a somewhat crowded appearance, and as the description of each line of goods is set in a small space by itself, it is possible that some of the information might be overlooked by a casual reader. At the same time, the printer has not done badly, considering the fact that he was probably obliged to get a great deal of matter into a limited space. The reproduction in red print looks fairly well, although I am not sure that black would not be just as effective. As an instance of the apt character of Mr. Cressman's announcement, I quote just one small section of his advertisement for the purpose of encouraging others to go and do likewise.

A WESTERN MERCHANT ON TRADE.

Mr. Edward Brown, of the firm of J. D. Brown, Portage la Prairie, Man., was in Toronto a few days ago on a brief trip. Mr. Brown is one of the progressive wide-awake merchants of the West who impress the Eastern man greatly by their energy and acuteness. Mr. Brown thoroughly believes in trade papers and reads THE DRY GOODS REVIEW. He spoke warmly of store service in his own town, and praised his competitors for the excellent stores which they had. Mr. Brown said that part of his duty called upon him to deal with the advertising part of the business, and he found it difficult to get a good medium which went into the homes of the farmers. He believed newspaper advertising was the thing. He did not believe in circulars at all. Some years ago he had made an arrangement with a Winnipeg weekly. His firm paid the subscription price for sending the paper to all the farmers of their district, and took two pages in the paper which they filled every week with their announcements; this cost \$3,000 a year. They sublet a part of the space, and in the end the whole arrangement paid handsomely. "We believe thoroughly," said Mr. Brown, "in doing as your large city stores do in clearing out goods. Some merchants have periodical sales. But we believe in daily sales. There is more money lost in keeping stock than in any other practice. Move out the stock as you go along, and, as the business continues brisk, you make money on regular sales which thoroughly justifies clearing lots. I find your big city stores are making just as good profits as we are. There are, of course, bargain counters, but apart from these the big stores do not sell any cheaper than we do."

Your customers are pleased because
our garments fit

THE
Northway
GARMENT

**VERY PLEASING
INDEED.**

Our customers will, each one of them, be pleased to hear that our facilities—by no means small—are being taxed to their utmost to fill orders. It is exceedingly gratifying to have such testimony of the satisfaction which the NORTHWAY GARMENT is giving.

No effort will be spared on our part to continue to deserve this approbation which they are showing toward us, and which the cumulative experience of years has enabled us to merit. There has only been one expression of opinion wherever the NORTHWAY GARMENT has been sold, and that is that in Style, Fit and Finish it is not excelled. This standard we'll endeavor to maintain.

**JOHN NORTHWAY &
SON, Limited**

Wellington Street West
TORONTO
CANADA

**We Have Made a
Superb Line of
Parasols.**

Buyers are especially invited to
call and inspect our range at our
show room,

*20 Front Street. West,
Toronto.*

**The Irving Umbrella
Company, Limited.**

BOOTS

THE...

W. A. MARSH CO.
LIMITED.

PERFECT
IN
FINISH

THE attention of all live jobbers and retailers throughout Canada is called to our newest patterns for Fall and Winter Trade. We guarantee them to be the

**BEST SELLING, BEST FITTING,
AND BEST WEARING**

BOOTS and SHOES

turned out by any manufacturer. The continued and increasing demand for our goods proves this. Have you given them a trial? Your order will have our best attention. When in Quebec do not fail to call on us. Will give you a hearty welcome.

FIT
LIKE
A
GLOVE

STOCKS

466-472 St. Valier St.

Quebec, Que.

Shelves Crowded With Goods But None of Them Will Move.



It is not the merchant who carries the largest stock who does the largest business. Goods must be right. You cannot expect people to buy old-fashioned, undesirable dress goods of yours, even if you cut the price below the cost mark.

What business you will do this Fall will depend on the character of the goods on your shelves, as much, if not more, as on the new goods you offer the shopper. There need be nothing but new goods if you consider what we can do to make your stocks fresh and new.

- Do certain lines of dress goods and other fabrics
- drag and hang because off color? Then send them to these
- works and have them dyed to the fashionable color
- of the season or some good staple color that is
- always salable.

Why should you cut down your profits for the year on losses in unsalable goods? We can make them the very latest and most popular shades. Cloths dyed by us never fade. Color never crocks, and color never shows through. The lustre is provided—no one can tell that they have been re-dyed.

There is no occasion for you to lose a single penny on a single yard of goods in your store. Send us your hosiery where you have struck bad selling shades—or your ribbons—almost anything.

- In the dyeing, cleaning and curling
- of feathers we are sure to give
- completest satisfaction.

Send parcel direct to the head office and works as below and the goods will be returned to you fit to count in with your newest Fall stocks.

R. PARKER & CO.

Dyers and Finishers,

Head Office and Works, 787-791 Yonge St.,
MONTREAL: 1958 Notre Dame St.

— TORONTO.



**SOMETHING NEW
MANUFACTURED IN CANADA.**

**“BRAID NOVELTIES
FOR TRIMMINGS”**

Foreign Expert at head of designing department.

NO NEED TO IMPORT.

PRICES RIGHT.

The Laces and Braid Mfg. Co.

Toronto Junction, Ont.

AGENTS WANTED.

CUTS IN ADVERTISEMENTS.

TO catch the eye is the first thought in the construction of an advertisement, to bring trade the prime object, to convince the consumer is an absolute necessity.

The illustrating of advertising matter greatly enhances its value. Illustrations attract attention, make plain the idea, photograph the object itself on the mind, while the text tells the story. Few retail merchants in the smaller towns place a correct estimate upon the value of illustrations in advertising. Very seldom do you see a local advertiser embellishing his advertisements with attractive cuts, but, when he does so, his advertisement is by far the most prominent on the page. Almost any advertiser of experience is, or ought to be, aware that, in order to induce the buying public to read his advertisements, he must first make the advertisements capable of attracting attention. Where 10, 12, or more advertisers are clamoring to be heard in the columns of the newspapers, the only way to make one particular advertisement attract more attention than the rest is to make that particular advertisement stand out. The illustration, then, is a logical sequence. Use illustrations; use plenty of them; use them in illustrating everything that it is possible to illustrate. If you catch the eye, you catch the mind. Even those who cannot decipher a letter can read a picture. A cut makes one read the advertisement without really intending to do so, and is therefore of inestimable value.

The large department stores here and in the United States fully appreciate the value of cuts, and frequently in the great dailies, where space costs from \$3 to \$5 an inch, one-quarter to one-half of their space is occupied with attractive cuts. In the smaller towns, where newspaper space is cheap, at least one enterprising man should avail himself of the enormous advantages of the use of cuts. If your advertising has not been bringing the results you think it should, we would advise you to try the effect of illustrations. The cuts are cheap, and can be used in newspapers, dodgers, circulars and all sorts of printed matter for years to come.

A cut of yourself or of your store is a good advertisement. Every merchant can use profitably some illustrations, and to any who desire cuts of any sort we recommend The Standard Electrotpe Co., of Wilmington, Del., United States, or their Canadian agents, The Pugh Co., of 67 Yonge street, Toronto.

THE LATE COMPROMISE.

The Montreal Wholesale Dry Goods Association held a special meeting the other week to consider the recent compromise by the Customs Department in the Fitzgibbon, Schafheitlin case. There was some strong talk against the action of the Government in the matter, and it was decided that President Rodgers should draft a strong communication to be sent to Ottawa, pointing out the injustice its course rendered to conscientious traders, and the low tone of business morality which settlements of cases in which fraud is charged was calculated to bring about.

SMALLWARES THEIR SPECIALTY.

A visit to the warerooms of Phillips & Wrinch, 5 Wellington street west, Toronto, furnishes proof of the growing business of this house as importers and manufacturers of smallwares. Every dealer will appreciate the necessity of timeliness in goods of this class. Specialties in ladies' belts, hair ornaments and jewelry, and articles of that kind, possess little salable value unless new and up-to-date. With a resident buyer in France, Phillips & Wrinch keep not only in touch

with everything in their line, but are just a little ahead of time very often. If there is anything new in these lines they are sure to have it.

An important end of the business of Phillips & Wrinch is that devoted to the manufacture of hairpins and various ornaments in jewelry where the spirit of current events is utilized, and at this season, in Canadian, patriotic, and military designs in these goods.

This firm are sole Canadian agents for the celebrated needles made by William Woodfield & Son, Redditch, England. From the preparations made by Phillips & Wrinch, there is good reason to believe that they take an optimistic view of the outlook for Fall trade.

SPECIALS IN BOOTS AND SHOES.

While on a visit to Quebec, THE DRY GOODS REVIEW spent a very pleasant hour or so in the factory of the W. A. Marsh Co., Limited, boot and shoe manufacturers. This go-ahead and up-to-date house employ over 500 hands, and they are kept continually at it, which proves the popularity and demand for their different lines. Mr. Marsh said that the past



Factory of The W. A. Marsh Co., Limited.

season's business had been exceptionally good, and the prospects for a splendid Fall and Winter trade are extremely bright. This house undoubtedly manufacture the finest line of boots and shoes in Canada. THE REVIEW was shown a sample of their men's dice and willow calf boots, which are worthy of the particular attention of the trade. In women's goods, they have a specially fine line in plain and tan dongolas, showing several new lasts from the best makers in the United States. Those who intend visiting Quebec should, by all means, visit this wonderful factory, and we can assure them of a warm and hearty reception.

KINGSTON MERCHANTS ORGANIZE.

The retail dry goods merchants of Kingston have formed a retail dry goods association on the lines of a similar association in Montreal. The officers of the Kingston association are: Edward T. Steacy, president; D. G. Laidlaw, secretary-treasurer; and an executive committee composed of Messrs. D. E. Starr, R. S. Waldron, Edward Crumley, Robert McFaul, David Spence and Joseph Sutcliffe.

One of the main objects in view with this association is to try and find a remedy for the system of peddling that has gradually grown up in that city during the past few years. A low estimate places the number of peddlers of dry goods and notions at 150. They have been gradually sapping the retail trade of the city until it became a menace to the regular trader. The retail merchants are now using every effort to induce the city council to raise the license fee from the present low rate.

ALWAYS ON TOP



W.G.P. Berlin, Ont.

ALWAYS ON TOP

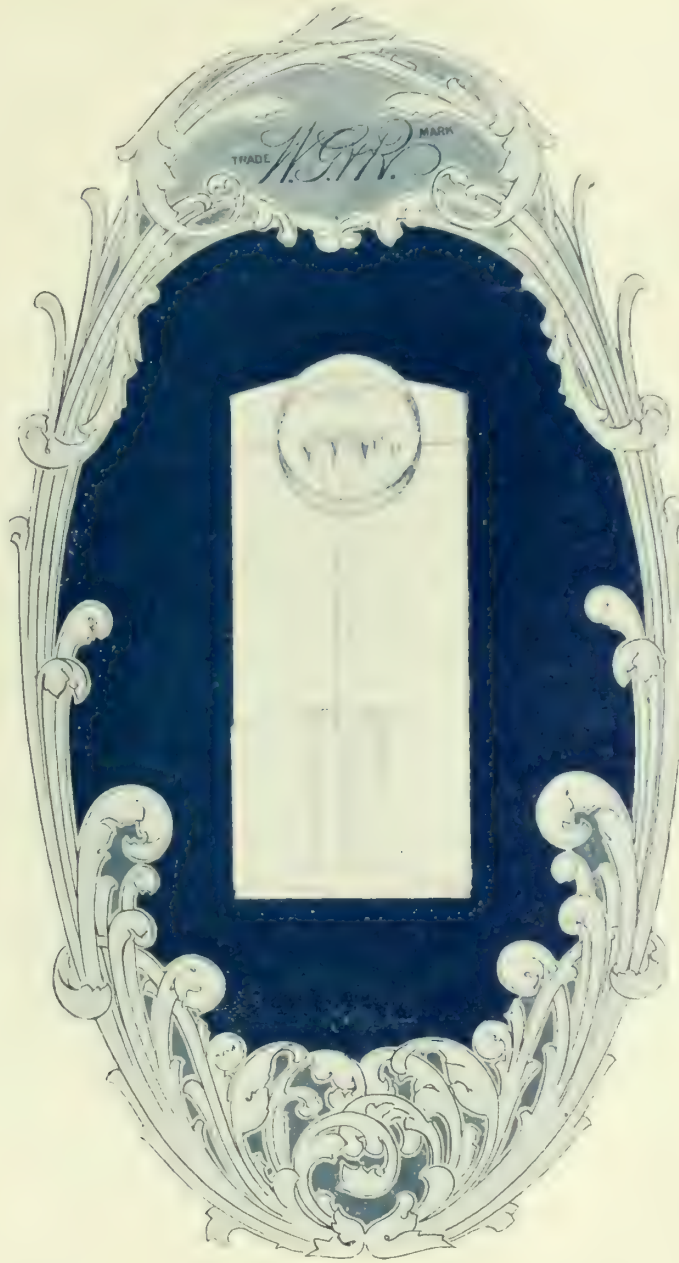


OUR FAMOUS FULL DRESS MODEL.

Cushion Neck Bands.

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS.
 BERLIN, ONT.

ALWAYS ON TOP



REGULAR LENGTH BOSOM.

Open Front Only—Cushion Neck Bands.
Full Cuffs Attached.
Reinforced Fronts.

THE WILLIAMS, GREENE & ROME CO.
OF BERLIN, Limited,
MANUFACTURERS
SHIRTS, COLLARS & CUFFS
BERLIN, ONT.

ALWAYS ON TOP



SHORT BOSOM.

Open Back and Open Front.

Wrist Bands.

Reinforced Fronts.

THE WILLIAMS, GREENE & ROME CO.
 OF BERLIN, Limited,
 MANUFACTURERS
 SHIRTS, COLLARS AND CUFFS.
 BERLIN, ONT.

Nisbet

... and ...

Auld

—TORONTO

WOOLLENS

and ...

TRIMMINGS

Selling Agents for

"OXFORD" Tweeds.

Description of Cut.

Taken from June number of Pictorial Review, a monthly journal containing the newest fashions for the woman who desires to be well-gowned. Invaluable to dressmakers and tailors, it is equally interesting and acceptable for home reading.

No. 7. Boating Jacket, made of Flannel with Surah collar.

No. 8. Golfing Suit, made of reversible material with scarlet jacket.

No. 9. Bicycle Costume, made of "OXFORD" plaid tweed.

Subscription Price, \$1.00 per year; Single Copies, 10c. Publishers—American Fashion Co., 853 Broadway, N.Y.



AUTUMN

MEN'S WOOLLENS

WOMEN'S FABRICS

AND TRIMMINGS.

Our assortment of high-class goods at reasonable prices has received high commendation from many buyers who have hitherto made their purchases almost exclusively in England and on the Continent.

In WOMEN'S FABRICS

we have made our selections from the choicest designs of the best makers and have secured many of the best patterns for our trade exclusively. Our stocks are now arriving daily, and buyers desiring an inspection of a thoroughly up-to-date range of woollens are invited to visit our warehouse or make an appointment with our representative.

WE CARRY THE LARGEST RANGE OF

GOLFING
CLOTHS

AND

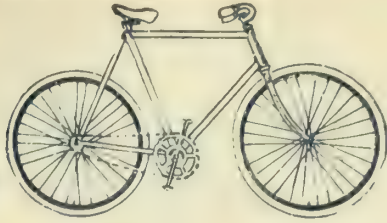
TRAVELLING
RUGS

in Canada, and merchants interested in tourist trade will be furnished necessary particulars on application.

NISBET & AULD

34 Wellington Street West

Toronto



Illustrate Your Advertisements. Illustrate Your Price Lists. Embellish Your Advertising Matter with Illustrations of Your Products.



Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut, from photograph, of yourself, of the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send to us, and ask for price of electrotype of it.

Write to-day. Don't wait.

Electrotypes size of those shown in this ad. will be sent with postage and duty prepaid at the following prices :

Less than 10, 25c. each.	From 25 to 49, 23c. each.
From 10 to 24, 24c. each.	From 50 to 99, 22c. each.
100 or over 21c. each.	

Send for proof-sheets. Hundreds of cuts to select from.

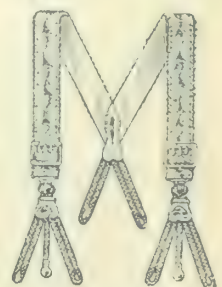
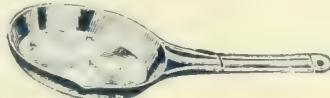
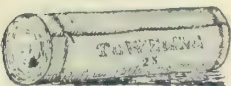
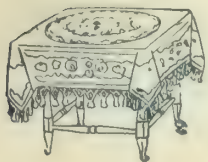
Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

The Standard Electrotype Co., Wilmington, Del., U.S.A.

Electrotypers and Photo-Engravers.

THE PUGH CO., 67 Yonge St., Toronto, Ont.

Distributing Agents for the Dominion of Canada.



Phillips & Wrinch
TORONTO.

"Everything in Smallwares."

DO YOU KNOW US?

Those who do—and our trade extends from ocean to ocean—tell of the important position we fill in the trade of the country. Little things of the dry goods store are not the least important—in many respects they count the most.

A store will be judged by the character and range of stocks in its Smallwares and Sundry departments. When taste is shown in the selection—the variety, as it ought to be, is large, and stocks are novel and up-to-date—that store becomes an attractive spot for shoppers.

- Our business is the selling of Smallwares of practically every kind.
- Many specialties are controlled by us, including the needles of the well-known firm of William Woodfield & Sons, of Redditch, Eng.
- French goods are a specialty with us—and how many Novelties the French people originate! We have a buyer always on the ground, with the result that we are usually ahead with French novelties.

There is hardly anything that can be classified under the heading of Smallwares that will not be found in our stocks—Combs, Tooth and Shaving Brushes, Hair Ornaments, Hair Pins, Hat Pins and Ornaments of every description, Jewellery for men and women.

OUR OWN MANUFACTURE

Novelties—make up any line that you may suggest—and ever keep ourselves abreast of the times in making beautiful Canadian, patriotic and military designs, in Hat and Stick Pins, Brooches, etc.

It is hardly possible that any house will meet customers' wants in Ladies' Belts and Buckles to the same extent as ourselves. Many of these are goods of our own manufacture with style and price both a consideration. We are manufacturers of Patriotic

Our travellers will be on the road in good time for early Fall Trade. Be sure and reserve your orders until you see their samples. Mail orders have very prompt and careful attention—goods shipped on day order is received.

PHILLIPS & WRINCH

5 Wellington St. W.

TORONTO, CANADA.

OTTAWA OFFICE: 193 SPARKS STREET.



The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P.E. ISLAND AND NEWFOUNDLAND.

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CANADIAN BUYERS IN GREAT BRITAIN.

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MONTREAL AND TORONTO, JULY, 1900.

THE DUTIES ON GERMAN GOODS.

WE have not heard the last of our preferential tariff and its treatment of Germany. The first thing the German authorities did was to cut Canada out of the favored-nation clause in her treaties. The same policy has been followed towards Barbadoes which has also gone in for a preferential tariff. The colonial party in the German Parliament has, it appears, been anxious to exclude Great Britain herself from the favored-nation clause until she could bring Canada into line. Last month this was brought up in the discussions in the Reichstag.

It seems that the German Government is now engaged in framing a new maximum tariff which the protectionists there hope will be higher than the present one. When the proposal to renew the favored nation clause toward Great Britain came up, the Government was asked why a provisional agreement could not be entered into with Great Britain so that she could secure reciprocal treatment for German goods, both from Great Britain and her colonies. The leader of the National Party in the Reichstag expressed fears that the preferential tariff policy would spread to the other British colonies.

Finally, the arrangement with Great Britain was renewed to the end of July, 1901, when we may expect a renewal of the disturbance.

Importers of German goods into Canada state that the tariff is no embarrassment to them. Perhaps not. But the principle at stake is what has attracted attention in Germany rather than the actual difference of duty which we charge upon German and British goods. And, as a principle is often a very important matter, even when its results are of no great importance, we are likely to hear more of this one.

LORD MASHAM AND BRADFORD.

AT Bradford last month, Lord Masham, the head of the great silk firm of Lister, laid the corner stone of the magnificent Cartwright Memorial Hall which Lord Masham has so generously presented to the town at a cost of nearly £50,000 or \$250,000.

Lord Masham's speech on the occasion was characteristically modest and interesting. He said that Bradford owed its position to the man they were assembled to honor, namely, Cartwright, the inventor. He thought it strange that while in English Technical Schools there were professors who taught the use of many inventions, there were few who remembered their great English inventors. Lord Masham said that he himself, as a manufacturer, had for years used Cartwright's inventions, the comb and power loom, without knowing who the inventor of them was and only found out by accident.

He showed that the developers of inventions, rather than the original inventors themselves, had usually reaped the reward and no one had profited more by perfecting other men's work than he. This was shown in the case of the plush and velvet pile loom. In giving some details of his early experience he stated that neither he nor Dr. Cartwright had ever received any technical education, and that, although he had never been in a silk mill, he had afterwards built Manningham, one of the largest silk mills in the world.

The gift of Lord Masham to Bradford is one that does honor to himself and will be a boon to the people of Bradford. It is a very honorable action of Lord Masham and one that does credit to his generosity and public spirit.

THE CHINA WAR AND COTTONS.

There is some speculation as to the effect on the cotton trade of the disturbance in China. Next to India, China is the biggest market for English cottons. The United States also ships a good many there, and for some years the Montmorency mill in Canada has found a profitable market in China for Canadian cottons. For the year ending June, 1899, Canada shipped 3,328,000 yards to China. If the war in China should dislocate this trade there may be a certain effect in the markets of origin. As far as Canada is concerned, of course, the export item is not of sufficient importance of itself to affect prices. Besides, we may make up in one direction what we lose in another. For example, last year Australia took over 1,000,000 yards of cotton from Canada, and South Africa took 350,000 yards. There is no knowing what we may do in the future in both these directions if our manufacturers decide to push the trade vigorously.

THE DECLINE IN RAW COTTON.

THE decline which took place in the raw cotton market, between May 14 and June 14, caused some uncertainty among buyers of finished material as to whether it will be continued to such an extent as to affect values.

This, of course, no one can answer at the present moment to a dead certainty, but it is worthy of note that sales agents, instead of speaking of a decline, talk the other way, and predict an advance in prices before the end of July. As bearing on their stand it may be remarked that the decline in the actual spot cotton market has not been anything like that in futures, from which it is inferred that demand must be keeping up very well.

As will be noted also in the appended table, the greatest decline in the speculative market has been in the June, July and August options. The difference on the latter futures is not nearly as great, but it is, nevertheless, certain that the tenor of advices from cotton-producing sections on this continent are bearish rather than bullish. The Texas rains appear to have ceased, except to a moderate extent, the past few days, and there is little or nothing on which to bull the raw cotton market, so far as that important State is concerned.

The changes in detail are :

	May 14, 1900.	June 14.	Decline.
Spots—	c.	c.	c.
Middling Uplands.....	9 13-16	9 1-16	12-16
Gulf.....	10 1-16	9 3-16	11-16
Futures—			
May	9 37		
June	9 42	8 65	.77
July.....	9 40	8 66	.74
August.....	9 12	8 30	.82
September.....	8 31	7 83	.48
October	8 05	7 66	.39
November.....	7 85	7 53	.32
December.....	7 84	7 51	.33
January.....	7 86	7 53	.33
February.....	7 88	7 55	.33
March.....	7 90	7 58	.42

NEW COTTON MILLS.

Rumors of new cotton mills in Canada are often circulated. Doubtless, the reports are given in good faith, and are based upon the actual intentions of well-known people who could easily carry an enterprise of this kind to success. It is just possible, however, that the promoters on getting a certain distance on with their plans begin to figure closely as to the actual relations which profits will bear to expenditures, and that they are not wholly satisfied with the prospects.

In certain localities, where labor, power and other conditions were favorable, we can understand another cotton mill being made to pay. The mills now in existence have been greatly enlarged during the past three years. These enlargements show the increased demand in the home market. But another mill, which would mean fresh competition and a new rival for trade, is a different matter. It would probably tend to lower prices, and with the lowering of prices would vanish the certainties of profit.

We may be sure that these are some of the considerations that delay the establishment of a new cotton mill on an extensive scale. Beginning with the present month, the lower duties on British goods (23½ p.c. on colored and 16½ p.c. on

grey cottons) will not tend to encourage the setting up of new mills here as might be the case if it were a more highly protected market.

IMPROVING THE CUSTOMS SYSTEM.

ATTENTION is called to the interviews elsewhere in this issue with Canadian importers who are disposed to view with some measure of satisfaction the proposal of the Minister of Customs to simplify and improve the system which governs importations.

There seems to be a disposition on the part of the Hon. Mr. Paterson to put things on a more satisfactory basis. A business man himself, he ought to be the best man in the Cabinet to deal with business questions. Of course we are well aware that he has not been able to see eye to eye with some of them on all questions. In this case, although the information of the intended reforms is somewhat slim, there is a general disposition to be satisfied if the changes encourage honest importing and equality of values.

There is always a certain amount of friction between importers and the Customs authorities. That is to say, there is a certain amount, not much perhaps, but a certain element of hostility between the one and the other. There is, we fear, too much tendency on the part of Customs officials to regard every merchant as likely to do the Department out of revenue if he possibly can.

We have an impression that, in the vast majority of cases, the merchant is as just and careful as the Customs official, and that if the Customs officials know their business they would never have occasion to trouble an honest importer at all.

The present Minister is not responsible for many of the difficulties that may have arisen under the new tariff. This tariff was framed by the whole Cabinet and the Minister must not be held personally responsible for whatever is the result of Government policy as a whole. No doubt the preferential tariff (satisfactory as it is as a piece of broad national policy) occasions some trouble to importers by reason of the certificates of origin and other papers which have to be filed in connection with imports.

Then, again, the almost entire abolition of specific duties in 1897 has thrown us practically upon an ad valorem tariff. This means that values become the whole basis for the payment of duties. Appraising is thus of the very first importance. Honest invoices greatly assist the officials, but there is always the extreme difficulty, even to experienced hands, of telling the values of goods. We do not say that a tariff should consist entirely of specific duties, but there are certain lines where the employment of those duties would greatly assist honest trading.

As to equalization of values at different ports, we do think the importers have a genuine grievance. The creation of so many small ports of entry is a mistake in policy. We cannot see who it benefits and it greatly increases the difficulty of imposing the same rate of duty on similar goods. If Mr. Paterson can do anything to remedy that evil he will indeed earn the gratitude of the whole trade.

WALL DECORATIONS.

THERE is probably no money sacrifice so quickly forgotten as that made in the use of wall paper. When one thinks of the contrast between a dull-looking room, made so by soiled and probably delapidated paper, no doubt illustrating the gloomy colorings and severe heart-breaking patterns of years ago, and that effected in the same room by the hanging of a bright, cheerful, clean paper, it is astonishing that there should be anyone who requires reminding of what may be done by such small outlay.

If one considers the influence of bright surroundings on the mind, possibly strained and tired with the little worries of the day, it becomes a duty to consider this matter in which expense cuts little figure in proportion to results obtained.

Recent medical experiments have proved the quieting and beneficial influence produced on violently insane persons by confining them in rooms decorated in bright colors, such as reds, yellows, etc., while the very opposite results were obtained from such shades as cold greys, certain shades of blues, etc. The effect of color on the mind is therefore obvious and everyone is influenced by it, with or without their knowledge. A large percentage of people drift into a monotonous sort of existence, which they only realize by accident, and then wonder why it never occurred to them to change and brighten up their environment, especially that portion of it most important—the walls.

The artistic designs and soft colorings of modern wall papers are so varied and easily obtained that harmony with carpets, curtains and furniture is secured, and a pleasing and restful effect produced out of all proportion to cost.

Our advice is, therefore, to wives and mothers—make home attractive and bright in appearance, and you will be surprised how quickly it will become so in fact. To this end, we claim the shortest cut is wall decoration, which often means the removal of years of oppressive surroundings, and, when intelligently done, will influence the spirits and make cheerful the faces of the very children.

THE OUTLOOK IN THE UNITED STATES.

The buyer of a large Toronto wholesale house informs us that, in his opinion, there is no ground for anticipating any considerable decline of prices in the United States on account of the Presidential election.

Our informant has just returned from the chief points in the United States, and reports that he was only able to find one buyer who thought that cottons would be cheaper this Autumn. All the others told him that the mills were filled up with orders until December, and that the cotton crop was not good enough to warrant the view that plentiful raw material would affect prices. One New York buyer told him, speaking of speculative dealers: "Several fellows have got to deliver cotton at 7c. in August and you will see if they don't have to pay 9c. for it." Another buyer said that while cotton goods in the United States might go a shade off in price during July they would certainly go higher later.

We give these views as the result of private observation, and, while doubtless all these buyers would sooner see prices stay up than go down, the chances are that they speak pretty frankly to one another.

DISCOUNTS ON INVOICES.

There is said to be some discussion going on between the Customs Department and some importers regarding discounts on invoices. There are two kinds of discounts, namely, trade discounts and cash discounts. The importers could not, and do not, expect the cash discounts to be subtracted from the total cost of goods given in an invoice for dutiable purposes. But a trade discount is another matter. It is pointed out that a European exporter when selling in large quantities to large customers of long standing grants a trade discount. This directly affects the price of the goods to the Canadian customer. The importers who get these concessions in price naturally contend that the sum on which duty is paid is less than the Customs claim it is.

A CASE IN POINT.

HERE is a story illustrating the difficulties which occur from mixing business with politics. It happened some years ago, so that the feelings of men now in office need not be lacerated at the telling of the story.

A high official of the Customs had much extra work imposed on him. Being an energetic, capable man he put his shoulder to the wheel and got through the work. As time went on he asked for an increase of salary—not much, only \$200 a year. The answer he received was this: "We cannot increase your salary, but we will give you an assistant." In other words, the authorities were not willing to pay \$200 more, but were ready to pay \$500 or \$600 more. The extra man was appointed.

Why? Because, by adding a man to the staff they were able to give a place to a party back and thus increase the amount of patronage at the disposal of the party machine. This was not business, but it was politics, and a very useful brand of politics at that.

THE FALL TRADE NUMBER.

The present issue is our usual special number issued in connection with the Fall trade. In it will be found a number of interesting announcements and some valuable information of particular importance to the retail merchant.

It has become more and more necessary for the out-of-town dealer to keep his stock assorted up to the standard of the city stores, and it is, therefore, of much value to know all the specialties that are being placed on the market. This has led to the Fall Trade Number of THE DRY GOODS REVIEW being recognized as the medium through which manufacturer and importer make their announcements to the trade.

The outlook for Fall trade this year is exceedingly good. All the great commercial and financial interests are in a flourishing condition. The railways show greatly increased earnings. The banks, both through the discounts and the note circulation, show a very healthy condition of business. Failures have not been numerous. There is no reason to think that the crops, not being quite up to the highest mark in a few localities, will injuriously affect business to any extent.

❖ WINDOW AND STORE DECORATING. ❖

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

A NEW ART.

THE century soon to close has done more for the retail merchant than all previous ages put together. It has taken them out of a life of drudgery and hard mental strain to a life of, in nearly all respects, pleasure.

It is mainly through the success of the window that the merchant has brought himself forward. There is hardly a store in the country that has not its windows.

Twenty-five years ago it would not have occurred to anybody that window decoration as a profession would ever be a success. The making of displays is engaging the efforts of a constantly increasing army of men, who find in this career an occupation especially suited to their tastes and capabilities. With only a few exceptions, the windows are considered to be the leading advertising medium of the merchant.

Even the store in the country has its windows, and those hitherto supposed to be built for the purpose of allowing the daylight to enter have been admitted to be their only advertising medium. It used to be taken for granted that the windows were for the purpose of getting as much goods as possible into them, the merchant thinking it would make an impression on the public that he carried a large assorted stock. To-day, simplicity and art rule. It is not how much you can get into the window, but how artistic and neat that window can be made.

WINDOW FIXTURES.

The drawings will convey an idea of how a few good fixtures can be easily constructed at a very small cost.

Any man handy with a hammer and saw can get them up. Figure 1 shows stand made with a square about 2 x 2 ft. on top of a strip 1 x 2 in.

This fits into stand (Fig. 2), and can be raised or lowered any height by boring a series of holes and inserting a wooden pin through it.

Fig. 3 is used with Fig. 2 as a base, and is intended to be used as a dress goods stand. This also makes a splendid stand for merchant tailors' use. They can be made in different heights.

Fig. 4 is a column made from two 10-inch in diameter circles of wood, to which are fastened strips the desired height. Around this cheesecloth may be pleated. This stand serves to support arches, etc., and makes a very useful stand in numbers of different ways, especially in displays of rugs, handkerchiefs, dress goods, tweeds, etc.

MUSLIN UNDERWEAR TRIMS.

In making a display of muslin underwear, a neat showing might be made as follows: Use the columns (as described above), say, in three sizes—3, 6, and 9 ft. high. Arrange

them at the sides and back of window. Cover them over with apple green or pale blue cambric. Across the top of each nail a strip of wood, and show a white skirt opened out its full width. Around each column show one certain line of underwear, and put a neat price ticket on them. Fill in the floor with same goods.

COTTON GOODS.

One method by which the trimmer can make up a show of cotton goods, such as shirtings, white goods, printed fabrics, etc., is to show in the centre of the window a negro woman engaged in picking cotton from a basket.

Have balls of cotton distributed about the goods, loose cotton on floor, etc. In front of window have a sign to read:

"BEFORE—THIS IS COTTON IN ITS RAW STATE."

On each side of display have a sign to read:

"AFTER."

If an arch is arranged across the window, then from the cotton balls print the lettering "COTTON DISPLAY." White cotton batting may be used as a substitute for cotton balls.

A NOVEL HOSIERY TRIM.

Make three frames about 6 ft. high and 3 or 4 ft. wide. Hinge them together similar to a screen (see drawing). The frames are then covered over with some light-colored stuff (white or manila paper preferred). Punch holes through the paper or goods.

Stuff each stocking with something that will give it a natural shape, and insert it through the hole so that it will show nearly up to the knee; fasten it on the crosspiece on the other side. Around each top show a piece of white lace or embroidery. I used cornmeal for stuffing the hose. It did not soil the stocking in the least, as it can easily be shaken out. It makes a perfect stuffing and shows the correct shape of the stocking.

AN EFFECTIVE FURNISHINGS TRIM.

A framework was constructed out of boards. The drawing (on page 76) will give an excellent idea of the structural work of the display.

Frame A should be made in two sections, and put together after being placed in the window, as it is too large to be admitted through an ordinary window door. Circle B is connected with frame A by the pieces C with screws. The height of legs, D, should be made to suit the window, and circle B should be at an equal distance from the ceiling to the floor. After the frame is in position and properly braced, it should be covered on rear side with white or colored goods in order to prevent the back of the window from showing through the openings in centre made by the arrangement of suspenders.

The material and colors used in filling in the woodwork must be determined by the tact and ability of the trimmer. If incandescent lights are used (as in the trim) the wiring should

ALL DEPARTMENTS are now fully represented
by our Travellers **FOR FALL.** ♪ ♪ ♪ ♪ ♪ ♪ ♪

Shirts and Drawers

The trade have already shown appreciation of our splendid values in Ladies' and Men's Underwear by placing orders freely. The best sellers are still being offered.

Attention is specially called this month to our well-selected ranges of

HOME AND
FOREIGN

**DRESS
GOODS**

Tweed and Cheviot effects will predominate, a fact which our Buyers have not overlooked. Also many French styles in Plain and Brocades are being shown. *We invite inspection.*

Gents' Furnishings

We carry an extensive line of Men's Shirts, Collars, Suspenders, Half-Hose, Novelties in Ties, etc.

SHIPMENTS—Our arrangements for Fall are such as will enable us to ship seasonable lines promptly.

KNOX, MORGAN & CO.,

Wholesale Dry Goods.

 **HAMILTON, ONT.**

ESTABLISHED 1830.

BENNING & BARSALOUOldest Auction House in Canada.
Trade Auctioneers and Commission Merchants.

86 and 88 St. Peter St., MONTREAL, Can.

REGULAR SEMI-WEEKLY SALES OF

Dry Goods, Clothing, Boots and Shoes and General Merchandise

Best Opening in Canada for Manufacturers and Merchants wishing to dispose of surplus stock. Liberal advances made on all kinds of Merchandise consigned to our care.

REFERENCES—Bank of Montreal. La Banque d'Hochelaga.
Correspondence and Consignments Solicited.**FURS! FURS!**

For Gentlemen, Ladies and Children.

OVERCOATS CLOAKS CAPES ROBES

I make a specialty of exporting Furs. The best market price will be paid for all kinds of Raw Furs.

**CONSIGNMENTS SOLICITED
RETURNS MADE PROMPTLY.**

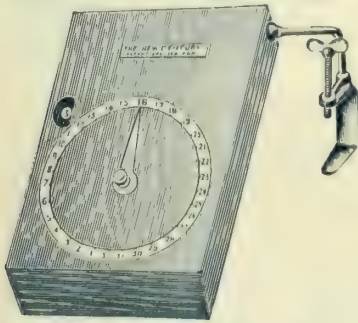
N. B. The best price paid for Beeswax and for Ginseng.

HIRAM JOHNSON,

Importer and Exporter. Wholesale Manufacturer.

404 St. Paul Street, - MONTREAL.

REFERENCE—Bank of British North America

"The New Century" Stock-Taking Measuring Machine**SMALL
UNIQUE
DURABLE
SPEEDY
INEXPENSIVE****FILLS A LONG FELT WANT.
ONCE USED ALWAYS USED**

It is an absolute necessity in every well appointed retail house. With this machine one man can undertake to measure up completely a dress goods department which has ordinarily required three or four to do. Wherever shown it has been accepted as an indispensable auxiliary during stock taking time.

THE NEW CENTURY MFG. CO.,AGENCIES: Toronto, Montreal,
Winnipeg, New York.**BRANTFORD, CANADA.**

WRITE FOR CATALOGUE

**ARE YOUR RIBBONS DUSTY
ARE THEY POORLY DISPLAYED?****NO. 4 RIBBON CABINET.**Size 28 x 25 x 38, opens from four sides.
Has 12 trays and 4 drawers.**PRICE, . . . \$23.00.**

Write for a Catalogue of the

**PRACTICAL
RIBBON CABINETS.**

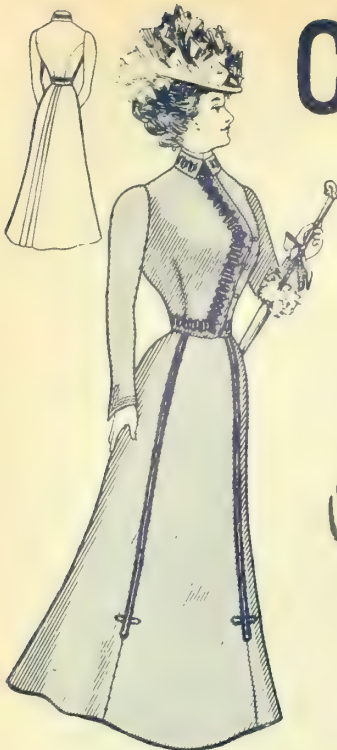
Sold by the leading jobbers of dry goods and notions.

MANUFACTURED BY

A. N. RUSSELL & SONS,

ILION, N.Y., U.S.A.

Price List:No. 0—Size 28x 7x27, 50 bolts....\$ 6 00
No. 1—Size 28x15x27, 100 bolts.... 10 00
No. 2—Size 28x15x38, 150 bolts... 13 50
No. 3—Size 28x20x38, 250 bolts.... 18 50No. 4—Size 28x25x38, 325 bolts... 23 00
No. 5—Size 28x31x38, 400 bolts... 28 00
No. 6—Size 28x37x38, 475 bolts... 33 00
No. 8—Size 28x47x43, 700 bolts... 48 00**PRACTICAL Kid Glove Cabinets,
Piece Goods Fixtures,
Lace Cabinets,
Collar and Cuff Cases
Umbrella Cases,
Hat Cases.**



Style 976.

CORRECT STYLES

40 SELECTIONS.

For the latest cut,
For the largest variety,
For perfect-fitting goods,
For goods that sell
Give us a call.



Style 947.



Style 999.

Man-Tailored

Suits to Retail \$7.50

Tweeds, etc. to Retail \$12 to \$15

"Ladies' Cloths" to Retail \$15 to \$25

Coats and Skirts cut in all
the newest designs.



Style 944.

ATTRACTIVE SELLERS



Style 826.

all current styles
Fall Blouses

TAILOR-MADE.

French Flannel

PLAIN AND FANCY.

Velvets

Silks

Satins



Style 827.



BLOUSE WAISTS FOR FALL THE CORRECT THING.

TO RETAIL

Mercerised, \$ 1.50 to \$ 3.00

Flannel, \$2.50 to \$ 5.00

Velvet, \$2.50 to \$ 5.00

Silk, \$3.50 to \$10.00

Satin, \$3.50 to \$10.00

Ribbon, \$6.00 to \$15.00



Style 708.



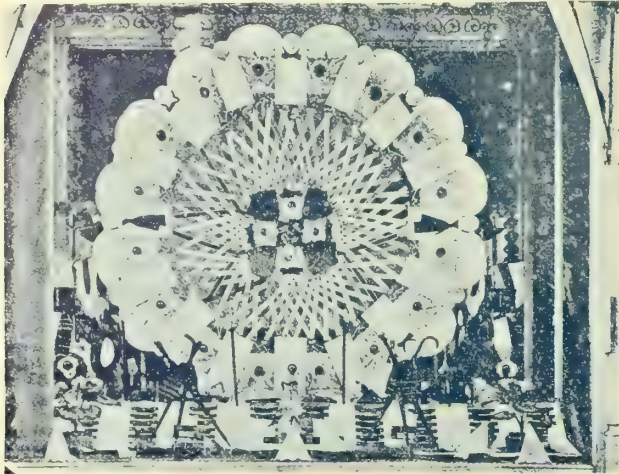
Style 706.

We Show 125 Good Things.

TERMS: 2 per cent. 10 days; nett 60 days.

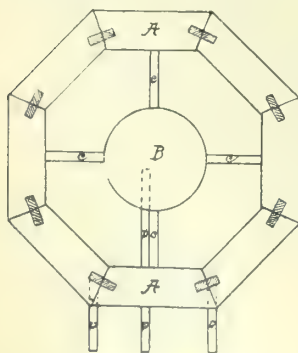
WINDOW DECORATING—Continued.

Union Jack is seen flying in the breeze on the top of the fort. A few select coats were shown on nickel forms, and well ticketed. The mechanical part was very simple and did not cost much, as I made the pulleys myself, and they have served me nicely in every mechanical trim I have had. The motor is just a little fan motor run by connection with the window lights. The speed of it was very fast, so I had to reduce it by the pulleys, viz., two 24-inch, a 6, 7 and 10-inch, which brought it down to a nice slow motion. The motion of the



DESIGN FOR A FURNISHING STORE.

warship was very even and natural. Two other warships are seen in the distance, but the photo did not bring them out. I have made a rough sketch of the mechanism (see drawing), and if there are any of my fellow-trimmers who would like anything definitely explained, I shall be pleased to do so. Two ships could have been used by the addition of another support (see drawing), but one large ship worked better. The pulleys are made by taking four lids of candy pails and nailing two together. These do not cost anything, as they can be had for the asking from any grocer. These are attached to a shaft.



PLAN OF ABOVE.

Part of a curtain pole, 12 inches long, serves as a splendid shaft, and curtain-pole sockets make an inexpensive and splendid bearing after they have been oiled a few times. The ship I borrowed from the toy department. I painted the scene with ordinary house paint on cotton. The blue skyline made a splendid contrast to the stone, and toned the color up fine. The display was a trade-winner, which was the object to be attained, and it did not cost over \$5. I also use the material over and over again.

H. H.

A LACE STAND.

One of the puzzles of a trimmer's work is to find a new or different manner in which to display laces or embroideries. They are among the arbitrary things which seem to be capable of few different hangings. One way of draping them so that the display will answer for either window or counter is very simple. It is best done on nickel stands, but wood stands can be quickly made for the purpose.

Make an ordinary (T) stand with the horizontal bar two feet long. At the point where the bar meets the upright fasten another horizontal piece of the same size and a foot long at right angles to the two foot piece, thus making three equal arms. Cover the whole thing with white, puffing very closely. Fasten the end of a piece of lace or embroidery at the outer edge of one side arm, bring it in a long, low loop to the outer edge of the middle arm, repeat to the other side arm and then return, continuing thus back and forth until the stand is full, making each loop a little shorter than the preceding and placing the edge a little farther back each time. As many of these of varying widths and heights can be made as the window or counter may require.

WOMEN'S UNDERWEAR.

Warm weather brings a brisk demand for light underwear. A good window display of this class of goods will bring the demand to your counters.

Cover the background with plain white material, putting it on smooth, then with a string and pencil strike a large circle, say five feet in diameter.

Take women's ribbed vests in blue and pink and arrange them on the background in the circle, then take white vests and make a circle inside of the first, then another circle of the blue and pink and so on until the centre is reached.

Take a number of knitting needles and drive them in the background around the circle about a foot apart.

Cut the same number of small sticks about eight inches long and drive one on the end of each knitting needle, making a (T) bracket. On these brackets arrange vests, colored or white.

Take some flexible strips and arrange two from the centre and top of the background to either side of the window, so they bow out into the window.

Bend two longer ones from the same point at the top of the background to the base at either side of the window next to



A QUAIN STOCKING DISPLAY.

the glass. On these strips arrange vests, alternating the colors.

Cover the base with white material, puffing it loosely. In the centre of the base arrange a half figure dressed in a vest,

SPRING STYLES

INTRODUCED BY

BUCKLEY & SONS,
LONDON.



W.D.&Co.
MONTREAL

FOR
STYLISH
DRESSERS.

Largest and most complete assortments of Felts and Straws in the trade.

Letter Orders will have our prompt and careful attention.

WALDRON, DROUIN & CO., **MONTREAL**
SOLE AGENTS FOR CANADA.

WINDOW DECORATING—Continued.

on a pedestal. If you haven't a figure use a four or eight armed fixture and arrange vests on it. Fill in the base with vests.

If the line you are showing is of one price, letter a neat show and price card and place it in the centre of the window next to the glass.—St. Louis Drygoodsman.

A PEMBROKE DISPLAY.

H. S. Bowden, of Pembroke, had a creditable patriotic window on the Queen's Birthday, and a cut of it appears in



PATRIOTIC DISPLAY AT H. S. BOWDEN'S, PEMBROKE.

this issue. The back of the window was draped in red, white, blue and white, and the front pillars in khaki and red. The background of window comes out very plainly in photograph, and the following pictures were hung in the background: "Highland Regiments," "Indian Army," "British Cavalry," and "The Thin Red Line," and on each side of "Her Gracious Majesty" hung the pictures of "Bobs" and "B-P." "Her Majesty" stood right in the centre of the window, and above her was placed the first verse of the National Anthem, and below was placed the following:

VICTORIA,
Queen of Great Britain and Ireland,
Empress of India.
81st Birthday.
"Long may she reign."

The bottom of the window was in red, white and blue, and covered with war numbers of English periodicals and jubilee numbers. Rifle was draped in red, white and blue ribbon. The arrangement, as will be seen, was most artistic and appropriate.

A NORTHWEST WINDOW.

A recent attraction at E. A. Baker & Co.'s store, Moose Jaw, N.W.T., was a patriotic window designed by Mr. Stunt, and which contained much that appealed to the public feeling of the time, being tastefully draped with the national colors and a splendid photogravure of the Queen, the main feature being a map of South Africa, showing by means of flags the road from Cape Town to Pretoria, and at the seaboard Kruger

in a Cape cart unable to decide where to go next. The last president of the Boers was humorously shown by placing a small silver boar upon a mourning card. Surrounding the map were the photos of the following generals now at the front: Lords Roberts and Kitchener, Buller, French, Warren, Macdonald, Methuen and Gatacre, the south window being devoted to the heroes of Ladysmith and Mafeking, Sir George White and Col. Baden-Powell, and draped in mourning were portraits of Generals Symons and Wauchope, who were killed, the former at Glencoe and the latter at Magersfontein. Last, but not least, the background was made with a capital copy of that popular picture, "What we have we'll Hold," surmounted by a trio of flags.

WHITE WAIST WINDOW.

To arrange a neat and effective window display of white shirt waists, take two half-inch strips about four inches wide. These should be somewhat longer than the width of the background.

Cleat these strips about two feet apart, cover this arrangement with heavy unbleached muslin, stretching it tight, and then with Nile green bunting.

Puff a white border about four inches wide along both edges.

Place this in the window at the top of the background, fastening the ends at either side of the background. Then cover the background with Nile green bunting.

Construct a series of three half circle steps and arrange them in the centre of the window against the background. Cover this with white material.

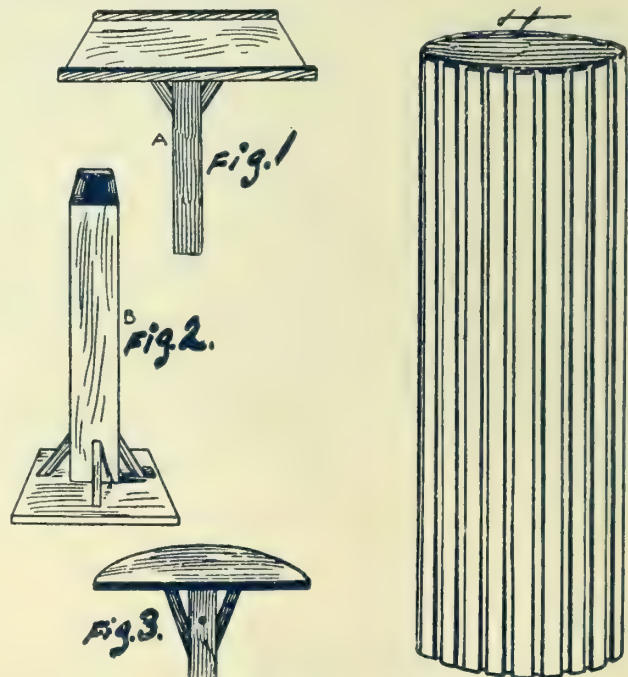
Pin back the waists you intend to show at the waist line, bringing the cuffs forward, pinning them also. Stuff the waists to show full front effect, and

place a puff of green tissue paper in the collars.

Arrange these waists on the strip across the top of the windows and on the background and strips.

Cover the balance of the base with green bunting, puffing it loosely, and fill in with waists.

A price card on each waist shown will help materially in the sale of the waists.



HOW TO MAKE FIXTURES.

Are You Satisfied With Your Skirt Binding Department?

Are The Returns Fully Up To Your Expectations?

If not, you can depend upon it, there is something wrong. Possibly you are not carrying and pushing the right line of goods. The Trade Mark

“S·H· & M·”

stamped on the back or printed on the label indicates the right line of Skirt Bindings. They satisfy your customers and, therefore, increase your business.

They are manufactured by a concern, engaged in making this article only, which is **EXPERT** in the business, and whose long skirt binding experience, together with the latest improvements in the way of machinery, etc., enables it to turn out Skirt Bindings which are the very best it is possible to produce, and which are recognized as the standard of perfection in Skirt Bindings.

WE CARRY THE FOLLOWING LINES IN STOCK AT OUR TORONTO WAREHOUSE:



**S.H. & M. REDFERN Bias Corded
Velvet, 1 $\frac{3}{4}$ -in. wide.**

**S.H. & M. BELLE Plain Velveteen
1 $\frac{3}{4}$ -in. wide.**



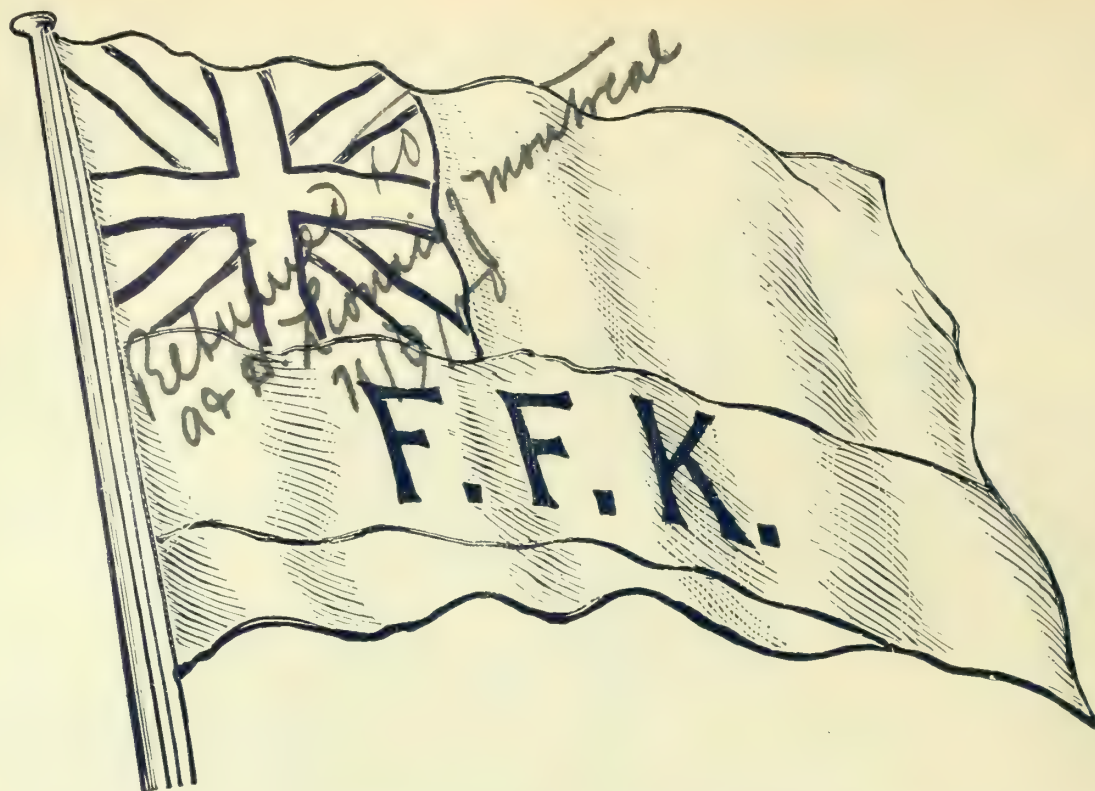
Send for Samples, Shade Card and Price List.

The STEWART, HOWE & MAY CO.

Originators and Manufacturers of
Bias Velveteen Skirt Bindings,

24 Front St. W., Toronto, Ont.

Manchester, Eng.



F. F. KELLY

196 McGill Street,
MONTREAL.

Dry Goods
Specialist

5 LINES IN WATERPROOF COATS

Stock of the late GLOBE RUBBER CO.; We control them for Canada. All leaders. Every one a star. All cloth-covered and plaid-lined.

- No. 1 to retail at **\$2.25**
- No. 2 to retail at **\$3.50**—Black Paramatta.
- No. 3 to retail at **\$4.00**
- No. 4 to retail at **\$4.50**
- No. 5 to retail at **\$5.00**

WORTH 33 $\frac{1}{3}$ PER CENT. MORE THAN OUR PRICES.

SEND FOR SAMPLE ORDER.

Special purchases of manufacturers' clearing lines made from day to day for cash, and sold on small margin.

The Dominion Cotton Mills Company

MANUFACTURERS OF

LIMITED.

Grey and Bleached Cottons, Grey and Bleached Sheetings,
 Pillow Cottons, Plain and Circular, Grey and Bleached Cantons,
 Grey Drills and Ducks,
 Grey and Bleached Towels, Towelings, Quilts, etc.
 Bleached, Unbleached and Coloured Warps and Yarns.

MAGOG PRINTED GOODS.

Prints, Printed Ducks, Printed Sateens, Printed Linings,
 Printed Flannelettes for Children's Wear,
 Printed Costume Flannelettes, Printed Duplex Flannelettes,
 Ladas Tweeds and Moles.

We carry COMPLETE RANGES OF ALL THE ABOVE LINES in regular goods—no jobs or seconds.

BROPHY, CAINS & CO.,

23 St. Helen St.,

— MONTREAL.

Celebrated P. D. Corsets.

10 GOLD MEDALS.



ART 631.

*Both returned to
must be official for*

It is a well-known fact that the Celebrated P. D. Corsets are the finest corsets made and imported into Canada. The live retailers in each town stock them.

We keep constantly a well-assorted stock on hand.

Write for samples and prices to



ART 1008.

VICTORIA SQUARE

KONIG & STUFFMANN

MONTREAL

New Customs Regulations.

Embodied in a Recent Circular.

ACCORDING to a circular just issued by the Department of Customs, the following regulations are substituted for sections 10 and 11 of Memo. No. 1007 B., relating to "General Regulations as to Invoices and Entries of Goods under the Customs Laws of Canada," viz :

10. The invoice produced for entry at the Customs House, in respect of goods purchased by an importer, shall be an invoice from the person, firm or corporation selling the goods to such importer. The invoice shall be properly certified and shall faithfully represent the transaction between the seller of the goods and the importer in respect of such goods, and shall truly exhibit the actual price paid and to be paid for the goods by the importer making entry thereof, including the cost of coverings of any kind and all charges and expenses incident to placing the goods in condition packed ready for shipment direct to Canada.

11. Goods bona fide exported to Canada from any country, but passing in transitu through another country, shall be valued for duty as if they were imported directly from such first mentioned country, subject to the following conditions, namely :

(a) The bill of lading for the transportation of the goods to Canada shall show the ultimate destination of the goods, from the place of original shipment to the port in Canada, without any contingency of diversion, and the goods shall not be entered for consumption or for warehouse, or remain unclaimed, or remain for any purpose other than their transshipment or transit in any intermediate country.

(b) The said bill of lading for the transportation of the goods from the port of original shipment to Canada, or a certified copy or copies thereof, and such further evidence as the collector may require to establish the direct exportation of the goods from the place of original shipment to a port in Canada, as hereinbefore provided, together with a proper invoice of the goods, shall be produced by the importer to the collector of Customs at the port of entry; provided that a Customs certificate showing the transshipment of the goods in a British or foreign port, without entry thereat, for consumption or for warehouse, or for any other purpose than their transportation in transitu to the port of destination in Canada, may be required by the said collector as further evidence, in any case where he deems it necessary, in addition to the bill of lading; provided also, that any original bill of lading when so produced to the collector, and marked with the Customs stamp, may be returned if a "Transitu Statement" (in a form approved by the Minister of Customs) containing the material facts set forth in the bill of lading respecting the consignment, including package marks and freight charges, be filed with the collector and be by him compared with the particulars in the original bill of lading.

(c) Goods subject to an ad valorem duty, not imported in conformity with these regulations, shall be valued and appraised at their fair market value, as sold for home consumption in the principal markets of the last country whence the goods were transported into Canada, as at the time when the same were exported from such country.

Note—Until 1st September, 1900, collectors may use discretion in respect of the production of original bills of lading when other proof is furnished establishing to their satisfaction the bona fide exportation of goods to Canada as above prescribed when passing in transitu through an intermediate country. (Signed), JOHN McDUGALL,
Commissioner of Customs.

DYEING FOR THE TRADE.

The business of R. Parker & Co., dyers and cleaners, of Toronto and Montreal, grows apace. A visit to their works at Toronto at any time in recent years would give every evidence of largeness in size and efficiency in equipment.

A year ago the premises were further extended so as to admit of the introduction of new machinery and the expansion of trade along distinctive lines. This month another increase in space takes place by R. Parker & Co. absorbing the premises adjoining, formerly occupied by the Canadian Bank of Commerce—the building is owned by the firm—fitting these up for private and business offices and store, and using the space formerly occupied for these purposes as an addition to their shipping-rooms.

This firm have been in business for upwards of 20 years, Mr. Parker himself being an expert in the trade. Business from the dry goods and millinery trades reach them from all parts of Canada, and the constant increase may be fairly attributed to the skill they exercise in the dyeing of dress goods, silks, hosiery, ribbons, plumes and feathers.

It can be safely said that R. Parker & Co. have been the means of adding very largely to the profits of the drygoodsman and milliner in making salable goods that had been put aside as little worth, because off-color, shelf-worn or faded.

TRADE VISITS TO OTTAWA.

Messrs John M. Garland, Son & Co., Ottawa, find a growing desire on the part of up-to-date merchants to make frequent visits to their new six-storey and basement warehouse, a cut of which we give herewith. Buying often from a well-assorted stock, the trade find, keeps their stock well-assorted in new and desirable goods, and prevents their piling up a stock out of proportion to their business, that will cost them packing, freight, etc., more than buying nearer home. This firm have their seven floors filled with



new and attractive goods at right prices, and the premises and stock will be found well worthy of inspection by all intending buyers who may visit Ottawa.

Mr. John M. Baillie, of New Glasgow, N.S., has been appointed manager of The Eureka Woollen Mills, well known for their blankets and tweeds.

HOOKS AND EYES

in Reds, Yellows, Blues, Greens, Browns, Purples, Pinks, Grays, Lavenders, Black, White.

Colored Hooks and Eyes

to match your dresses, have proven a great success in the States, and are handled by all the first-class stores.

Made in all seasonable shades.

Colored with Agatine Enamel.

Hard and durable.

Will not wash off.

Guaranteed to wear.

Write for sample card.

Collins Colored Hook & Eye Co.

GRAND RAPIDS, MICH., U.S.A.

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



— MONTREAL.

DEPARTMENTS

Dress Goods

Linens . . .

Smallwares

Silks AND Velvets

Linings and
Muslins

Trefousse
Kid Gloves

Rouillon
Kid Gloves

Careful attention given to Letter Orders.



TORONTO OFFICE :

25 COLBORNE STREET.

WINNIPEG OFFICE :

McINTYRE BLOCK.

The Montreal Cotton Company

Montreal and Valleyfield, Que.

MANUFACTURERS OF

Foulard Lining, in every shade required.
Twilled Silesias, all shades.
Linenettes and Percales, all shades.
Sateen Jeans, black, slates, browns.
Black and Coloured Silkettes.
Plain and Twilled Turkey Red Cotton.
Colored Cantons.
White and Coloured Dress Ducks.
Apron Lawns, Swiss Checks and Piques.

Cambric Linings, all shades.
Twilled Surahs, all shades.
Interlining Canvas, all shades.
Black and Coloured Sateens.
Black and Coloured Silkline.
Coloured Percales.
Colored Cotton Cashmeres.
"Crown" Finish Ladies' Cloth.
Butter and Cheese Cloth.

WE CARRY COMPLETE RANGES OF ALL THE ABOVE LINES IN REGULAR
GOODS, NO JOBS OR SECONDS.

BROPHY, CAINS & CO.,

23 St. Helen Street,

 MONTREAL.

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors
in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.

Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

❖ The New Canadian Dry Goods Tariff. ❖

THE increased preference on British goods imported into Canada went into force on Monday, July 2, so that the duties are now one-third less than on goods coming from foreign countries. THE DRY GOODS REVIEW has compiled the following list of articles, which includes all, or, at least, the principal, lines dealt in by the dry goods trade :

NAME OF ARTICLE.	On Foreign Goods.	On British Goods.
	p. c.	p. c.
Cotton yarns and warps	25	16 $\frac{2}{3}$
Cotton batting and sheet wadding	25	16 $\frac{2}{3}$
White or grey cotton	25	16 $\frac{2}{3}$
Colored or printed cottons	35	23 $\frac{1}{3}$
Linen damask, stair linen, etc	30	20
Tablecloths, napkins, sheets, etc	30	20
Handkerchiefs, all kinds	35	23 $\frac{1}{3}$
Laces and lace goods	35	23 $\frac{1}{3}$
Embroideries, braids, fringes, etc	35	23 $\frac{1}{3}$
White cotton embroideries	25	16 $\frac{2}{3}$
Curtains and shams	35	23 $\frac{1}{3}$
Clothing of linen, silk and cotton	35	23 $\frac{1}{3}$
Corsets and corset clasps and wires	35	23 $\frac{1}{3}$
Jeans, sateens and coutils for corset-making	20	13 $\frac{1}{3}$
Collars and cuffs, all kinds	35	23 $\frac{1}{3}$
Shirts, shirt waists and blouses	35	23 $\frac{1}{3}$
Black crepes	20	13 $\frac{1}{3}$
Velvets, velveteens and plush fabrics	30	20
Ribbons, all kinds	35	23 $\frac{1}{3}$
Silk manufactures	35	23 $\frac{1}{3}$
Silk in gum or in singles	15	10
Sewing and embroidery silk	25	16 $\frac{2}{3}$
Cotton thread in hanks, 3 and 6 cord	15	10
Cotton on spools, tubes or in balls	25	16 $\frac{2}{3}$
Jute cloth, calendared, uncolored	10	6 $\frac{2}{3}$
Horseclothing	30	20
Hemp, flax and jute manufactures	25	16 $\frac{2}{3}$
Bags, cotton seamless	20	13 $\frac{1}{3}$
Bags, of hemp, linen or jute	20	13 $\frac{1}{3}$
Pressed felt of all kinds	20	13 $\frac{1}{3}$
Haircloth, all kinds	30	20
Ship and boat sails	25	16 $\frac{2}{3}$
Cloths, not rubbered, for making mackintoshes	15	10
Featherbone	20	13 $\frac{1}{3}$
Stockinettes for makers of rubber boots	20	13 $\frac{1}{3}$
Cotton duck, grey or white	22 $\frac{1}{2}$	15
Oiled silk and oiled cloth	30	20
Dress fabrics in the grey	25	16 $\frac{2}{3}$
Socks and stockings, all kinds	35	23 $\frac{1}{3}$
Knitted underwear and hosiery, all kinds	35	23 $\frac{1}{3}$
Shawls, traveling rugs and lap dusters	30	20
Wools, similar to those grown in Canada	3c.p. lb.	1c.p. lb.
Worsted tops made from above	15	10
Yarns, woollen and worsted	30	20
Yarns imported by woollen manufacturers	20	13 $\frac{1}{3}$
Wearing apparel and ready-made clothing (woollen)	35	23 $\frac{1}{3}$
Blankets, bed comforters or counterpanes	35	23 $\frac{1}{3}$
Flannels, cloths, and doeskins	35	23 $\frac{1}{3}$
Cassimeres, tweeds, coatings, etc	35	23 $\frac{1}{3}$
Mats, door or carriage	35	23 $\frac{1}{3}$
Carpeting, rugs, mats and matting, straw, hemp, jute, etc	25	16 $\frac{2}{3}$
Carpet linings and stair pads	25	16 $\frac{2}{3}$
Oilcloths, linoleums and cork matting	30	20
Turkish or imitation Turkish rugs and carpets	35	23 $\frac{1}{3}$
Carpet sweepers	30	20
Window shades	35	23 $\frac{1}{3}$
Webbing, elastic and non-elastic	20	13 $\frac{1}{3}$
Umbrellas, parasols and sunshades	35	23 $\frac{1}{3}$
Do, sticks or handles, not elsewhere specified	20	13 $\frac{1}{3}$
Window shade or blind rollers	35	23 $\frac{1}{3}$
Hatpins, hairpins, belt and other buckles, etc	30	20
Toilet cases, glove boxes, etc	35	23 $\frac{1}{3}$
Fans	35	23 $\frac{1}{3}$
Gloves and mitts, all kinds	35	23 $\frac{1}{3}$
Hats, caps, and bonnets and shapes	30	20
Braces or suspenders, metal and parts thereof	35	23 $\frac{1}{3}$
Boot, shoe and stay laces, any material	30	20
Fur skins, wholly or partly dressed	15	10
Caps, muffs, capes and other fur manufactures	30	20
Church vestments, any material	20	13 $\frac{1}{3}$
Purses, satchels and reticules	30	20
Buttons of metal, for pantaloons and shoes	25	16 $\frac{2}{3}$
Buttons	35	23 $\frac{1}{3}$
Brushes and combs	25	16 $\frac{2}{3}$

WHERE THE MINIMUM TARIFF APPLIES.

The British countries whose goods may take advantage of the above-mentioned minimum rates of duty are :

The United Kingdom,
Bermuda,
The Bahamas,
Jamaica,
Turks and Caicos Islands,
The Leeward Islands,
The Windward Islands,
Barbadoes,

Trinidad and Tobago,
British Guiana,
Any other British colony or possession whose tariff is as favorable to Canada as the above minimum tariff is toward such colony or possession.

THE FALL TRADE OUTLOOK.

Editor DRY GOODS REVIEW :

"We go to your house first for anything we want in the way of novelties and nice goods." This compliment from one of the best drygoodsmen in Canada, backed up by a great big share of his trade, and similar kind expressions from many of our dry goods friends, has stimulated us to increased effort for Fall, 1900.

Our travelers have been out for a couple of weeks, and appreciation of our efforts, in the shape of good orders from all our travelers, is reaching us daily.

You, Mr. Editor, advise us that the Fall Trade Number of THE DRY GOODS REVIEW will be better, if possible, than any special edition you have issued in the past. This is good news. You have done well in the past ; permit us to acknowledge the benefit that advertising in THE DRY GOODS REVIEW has been to our business.

We shall be able to judge of your Special Fall Number in a few days. Trust nothing will occur to prevent your having it out by the time promised, July 1. We would have been glad to see it out on June 15.

Yours, very truly,

BROPHY, CAINS & CO.

23 St. Helen street, Montreal, June 25.

TAILOR-MADE SUITS.

The name of tailor-made seems to be applied to all kinds and makes of garment, and it is well for the merchant purchasing same to examine the class of work and finish of goods. Goods properly called tailor-made should be man-tailored, and properly pressed by experienced men pressers.

The steady demand for better goods, which are always the most satisfactory both to the trader and consumer, has developed the suit trade in Canada rapidly. A good article advertises your department, and it is better to sell fewer good, satisfactory costumes than double the quantity of cheap goods. Boulter & Stewart, well-known for high-class goods, are showing a very large assortment to retail at \$15 to \$35, and report a very satisfactory season in these goods. It will repay you to see their line when down to the openings.

A PROGRESSIVE FIRM.

Dundas & Flavelle Bros., Lindsay, have planned extensive alterations in their dry goods premises and men are at work on a rear addition, 42 x 46 feet in size, which will take in all the spare ground between the present buildings and the Benson House lane. The front and west side of the block will also be remodelled. The cost of the improvements will be between \$4,000 and \$5,000.

THE MERCHANTS COTTON COMPANY, MONTREAL.

MANUFACTURERS OF

Grey and Bleached Cottons,
Grey and Bleached Sheetings,
Pillow Cottons, Plain and Circular,
Grey Drills and Ducks.

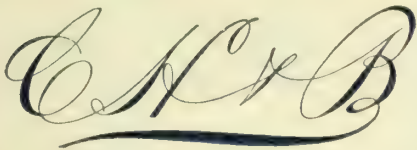
Plain and Twilled, hemmed ready for use. Sheets,

Plain, hemmed ready for use. Pillow Slips.

We carry COMPLETE RANGES OF ALL THE ABOVE LINES
in regular goods, no jobs or seconds.

BROPHY, CAINS & CO.,

23 St. Helen Street, MONTREAL.



MANUFACTURERS OF

Overalls, Pants, Bicycle Suits, White Duck
and Summer Clothing; Shirts, in Black
Sateen, Flannel, Negligee, and Men's

Working Shirts, also a full range of White and Colored Dress Shirts.
Neckwear---Our own manufacture. Special attention given to this
department, which is always ready with the latest novelties.

Also importers of Men's Furnishings, including Rubber Coats,
Suspenders, Underwear and Hosiery, Gloves, Umbrellas. Handker-
chiefs, Collars and Cuffs, etc.

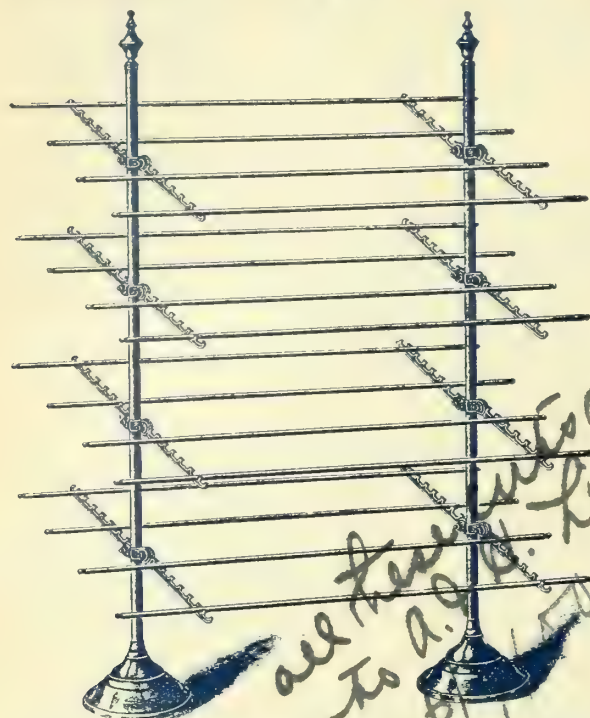
Our travellers are now out with full range of samples.

LETTER ORDERS CAREFULLY AND PROMPTLY FILLED.

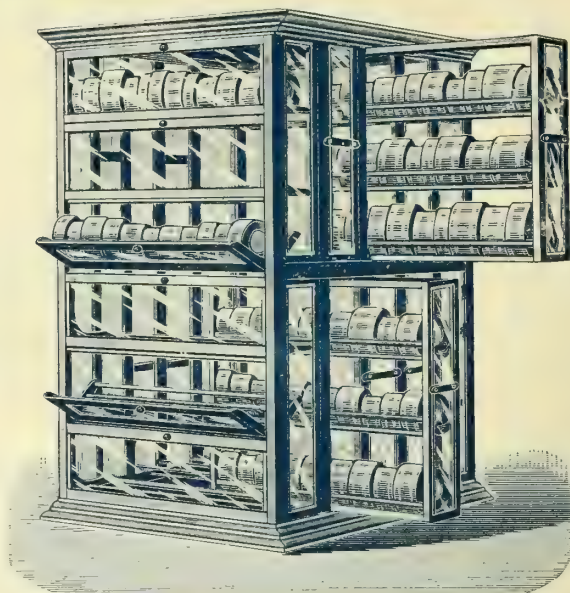
CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, TORONTO.

DISPLAY FIXTURES OF EVERY DESCRIPTION.



Nickel Plated Window Fixtures. Nickel Plated Hat Stands. Nickel Plated Millinery Stands. All kinds of Nickel Plated Fixtures.



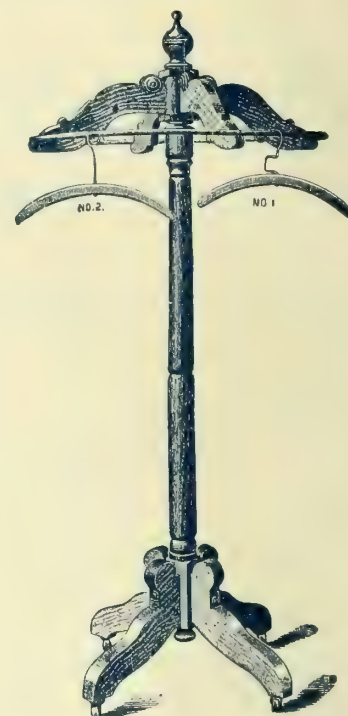
Ribbon Cabinets, 8 sizes. Umbrella Cabinets. Hat Cabinets. Collar and Cuff Cabinets. Kid Glove Cabinets.



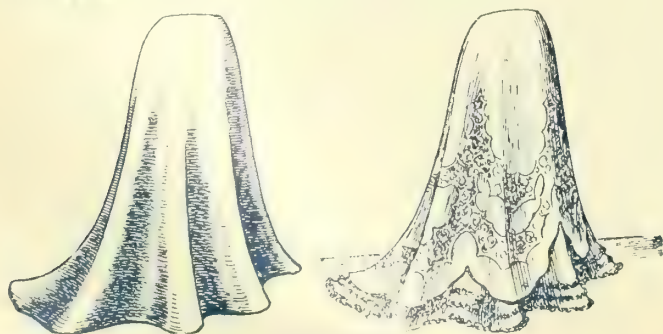
Wax Figures of first quality and great variety. Attitude and Flexible Figures. Jointed Figures suitable for all kinds of business.



Papier Mache Clothing Forms. Jacket and Cloak Forms. Cape Forms. Blouse Forms. Skirt Forms. Infants' Forms. Costume Forms. Miniature Pattern Forms. Corset Forms. Every kind of Papier Mache Forms kept in stock or made to order.



Mantle Racks.
Lace Racks.
Hat Racks.
Display Racks.



Skirt Forms.

Veiling Display Fixtures. Display Tables. Store Stools. Triplicate, Duplex and Single Mirrors. Show Case Counters and Show Cases, Etc.

Order now for September Delivery.

WRITE FOR CATALOGUE AND PRICES.

CLATWORTHY & CO.

46 Richmond St. W., Toronto, Ont.

J. Y. SHANTZ.

D. B. SHANTZ.

The

Jacob Y. Shantz & Son Co.

BERLIN - ONTARIO

Limited



Manufacturers of

Fine Lines of Buttons

IVORY, HORN, PEARL, PEARLETTE.

All leading Wholesale Houses handle our goods in Canada,
and leading Button Houses in the U.S., who recognize
our goods as of the best manufactured on the continent.

We supply Wholesale Dealers and Manufacturers only.

FACTORIES:

BERLIN, ONT., BUFFALO, N.Y.

WAREHOUSE:

CHICAGO, ILL.

THE EMPIRE CARPET CO.**FALL 1900.****New Samples..****Now Ready**

Magnificent range of—

New Designs and Colorings
at Unequalled Values.

WAIT FOR OUR TRAVELLERS.

THE...

EMPIRE CARPET CO.

ST. CATHARINES, ONT.

**The Star
Whitewear
Manufacturing
Co.** ♪ ♪ ♪



— MANUFACTURERS OF —

**Ladies' Whitewear, Wrappers, Shirt
Waists, Children's Wear, Etc.**

BERLIN, ONT.

CARPETS, CURTAINS AND WALL PAPERS.

PRECAUTIONS RE JAPANESE MATTING.

THE three leading matting guilds of Hiroshima, Kobe and Okayama, Japan, have been united into one organization and have formed a new cooperative association under a law of Japan enacted for the protection of the interests of manufacturers and traders, in April, 1897. They have been joined by the guilds in other localities, thus forming all the manufacturers of Japan into one guild.

The principal object of the new organization is to maintain the quality as well as the price of the Japanese product of matting and to promote generally the common interests of all the manufacturers, as well as their customers and the public consumers.

According to Article 5 of the association's laws any company or individual, whether a member of the guild or not, shall not sell or export any matting which does not pass the examination of the authorized committee of the guild. Every roll is to be carefully inspected by this committee and is to be branded according to its quality. Each grade of matting, of which there are a number, is to be classified into three qualities, each quality being designated by a special design of brand. All goods which do not come up to the standard set for the third quality are to be destroyed.—Exchange.

THE ENGLISH TRADE.

In England just now there is a demand for the "Dolly Varden" order of decorations in cretonnes and wall papers. Carpet designs still continue to be of a conventional floral style in form and color, or the various combinations of Turkish, Persian, etc., which one sees everywhere.

At the regular meeting of the English carpet manufacturers, which was held a few days ago, the reports on all sides were of a very satisfactory nature, and, generally speaking, all the carpet looms in the United Kingdom are now running fully. As yet, there will be no change in prices.

TRADE IN THE UNITED STATES.

The New York Carpet Trade Review says in its last issue: "W. & J. Sloane's prices to the retail trade on September 1 dating are, with two exceptions, the same as those announced at the time of the latest advance, in January last. It will be remembered that two advances were made after the special sale in November last, hence the regular prices for the Fall season maintain these advances.

"On the other hand, the special prices are much higher than the special prices of last November, the advance being from 4½c. a yard upward. These special prices have been a feature with W. & J. Sloane during the past three seasons, and are in force for a limited time only.

"The situation practically is that the wholesaler who bought most of his Spring stock at the special prices of last November, and before the advances were made, must now pay a price which includes those advances or even more.

"The fact that the special prices on Smith 4,000 velvets, as well as the Saxony axminsters were withdrawn after the

first day of the sale, is interesting as showing that there is a strong demand for low priced velvets and axminsters.

"Those manufacturers of ingrain who endeavor to maintain a standard in all their goods, and who obviously have to ask a price commensurate with such a stand-

ard, should receive the support of buyers. The new price of best, all-wool extra supers is not relatively higher than the prices of other grades of carpeting. Any wider discrepancy in the prices of different makes of ingrain than exists in prices of the various makes of ¾ carpeting is due to the varying qualities which can be produced in ingrain.

"Retail trade has shown a marked improvement during the past fortnight and the closing of the retail season promises to be much more satisfactory than was its beginning."

CARPET MANUFACTURE IN ASIATIC TURKEY.

While in all Oriental carpets harmony in outline and color combination is the main point, this is especially the case as regards Anatolian or Asia Minor carpets, which are remarkable for their ideal combination of colors. A picturesque effect in the Anatolian carpet is obtained by tufts of wool being put in obliquely, thus producing wonderful color effects.

Among these carpets a distinction should be made between the Smyrna and the Konia goods. Ushak is the principal seat for the production of Smyrna carpets, and here more than 3,000 women find employment in this industry. The manufacture consists chiefly of the large rugs called "Sofrali," which have an ornamental rose in the centre; "Savali," with a striped design, and "Sedjades." The weft and chain of the Ushak carpets are of wool.

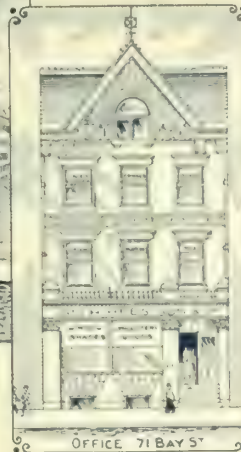
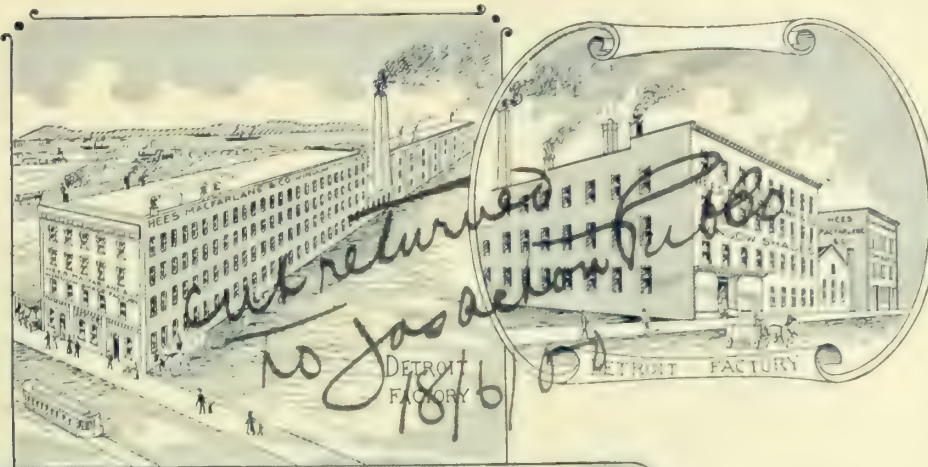
In Guerdez the manufacture is chiefly confined to smaller rugs of about two metres in length, especially "Sedjades." A cotton chain is used here. The Kula carpets have a hemp chain, while for the weft fine wool is used. The largest Smyrna rugs are made in Kula. In Demirji, during the last few years, great development has taken place in carpet manufacture, the carpet produced being close and thick and with a cotton chain. Other towns in which the carpet industry flourishes are Ak-Hissar in the Sandjak of Sarukan, Bolvadin, etc. The annual production of Smyrna carpets now represents a value of \$1,300,000.

The Konia carpets are manufactured in Sparta, Kir-Chehir, Cæsarea, Sivas, etc. The best are made in Sparta, and are preferred by some connoisseurs to the Persian carpets. About 350 looms are in operation in this city and produce annually about 15,500 square yards. The company, "Societe de Tapis de Sparta," formed some years ago, stands at the head of the industry. The Imperial factory at Herek produces masterpieces, although just as fine pieces of work are turned out by the private works, as the Imperial factory is rather inclined to imitate the European carpets.

The Government having recognized that the success of the manufacture of Sedjades, or silk carpet, depends on the choice of beautiful and artistic designs, the use of unfading colors, the production of a fine and uniform weave and the absence of defects, has, during the past two years, taken measures to improve the dyeing, and arranged that all designs be done by a special artist. The use of colors has been regulated in dyeing, and a large dyeing establishment, where each manufacturer must have his raw material (silk) dyed, has been

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



Important Notice:

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstery plant at that place.

A few months ago we purchased the metal plant of "The H. M. Flock Co.," and now we have just purchased "The Excelsior Stamping and Plating Co's" plant and business and merged them into our own, making the most complete factory in Canada for manufacturing Curtain-Pole Trimmings, Stair Plates, Drapery Pins, Shade Pulls, Picture Hooks and many other metal goods connected with our window shade and upholstery business.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.

OUR FACTORIES (TORONTO, ONT. VALLEYFIELD, P.Q. DETROIT, U.S.A.)

KINDLY allow our travellers when calling on you to exhibit our New Samples of

**LACE CURTAINS and NETS,
FURNITURE COVERINGS,
TAPESTRY CURTAINS and
" TABLE COVERS,
CHENILLE CURTAINS and
" TABLE COVERS,
UPHOLSTERY and DECORATIVE FABRICS,
SASH CURTAINS and
UPHOLSTERY SUPPLIES,
LINEN VELOUR CURTAINS and
PIECE GOODS.**

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO.,

WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and every thing pertaining to Window Drapings.

See our new
Illustrated Catalogue.

SPECIAL ATTENTION GIVEN TO MAIL
ORDERS AND INQUIRIES FOR ESTIMATES
ETC.

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

installed at Sinan-Eunu. Silk that is dyed elsewhere is confiscated. After being dyed at this factory the silk is boiled at a temperature of 100 degrees. The unalterableness of the colors is thus assured at a cost of 32 cents per ocque (2.8 pounds) of silk. If the colors are not fixed, or if they run, the owner is not only exempt from all expenses, but can claim from the dyer an indemnity of 88 cents per ocque.

The silk used in the manufacture of this carpet was formerly obtained from Europe and from Broussa, but although the silk from Europe is cheaper than that from Broussa, its use has now been prohibited in the manufacture of Sedjades, it being considered injurious to their quality and therefore their reputation. The Government, therefore, now confiscates and destroys all Sedjades in the manufacture of which European silk has been employed. All Sedjades made of other than pure silk must receive the seal of the commission as such, and any not carrying the seal are liable to confiscation and destruction. The use of the pure silk and that from pierced cocoons is prohibited in the same carpet. All manufacturers are obliged to present their Sedjades to receive, without charge, the official seal. There are two seals used, one representing three cypress trees and a distinctive sign adopted by the commission and the other representing two cypress trees only. The first is applied to Sedjades of pure silk and the second to those made of silk of pierced cocoons from Broussa.

Those manufacturers who violate the provisions of the regulations are considered by the Government as prejudicial to the industry and are liable to the penalties of the law, as well as being prevented from following their handicraft.

The Shah of Persia, in order to maintain the good quality of Persian carpets, has recently issued an edict prohibiting the importing into Persia of aniline dyes, dry or liquid, as well as all dyes in the composition of which aniline enters.—New York Carpet Trade Review.

GAINING IN POPULARITY.

No. 43 St. Sacrament street, Montreal, has been made popular since Geo. H. Hees, Son & Co. established their office and warehouse in that district. The trade appreciate the advantage of making their selections from stock right on the spot, and then having their goods delivered right at their doors soon after. They carry an immense stock of lace curtains and a general stock of upholstery goods, window shades, etc. People in the Montreal district who are not already buying of Hees, Son & Co. will find it to their interest to visit No. 43 St. Sacrament street, Fraser Building, Montreal.

ADVANCE IN TAPESTRIES.

Advices under date of June 16 report a further advance of ½ penny to 1-penny a yard in the price of tapestry carpets. The Canadian buyers for large importing houses have left for the British markets. Mr. Williams, the carpet buyer for Gault Bros. & Co., Limited, left about the middle of June; Mr. T. P. Williams, carpet buyer for S. Greenshields, Son & Co., left about the 20th, as did also Mr. T. A. Mitchell, buyer for John Macdonald & Co., Toronto.

THE CONSTANTINOPLE RUG MARKET.

The Constantinople correspondent of The American Carpet and Upholstery Journal says: "The transactions in this market in Oriental carpets and rugs during this season have been of a heavy character, and a great many shipments are now ready for all parts of Europe and the United States.

"A constant demand is experienced for Daghestans, and as a consequence the prices on these are daily increasing.

"A decided scarcity in small Karabaghs, Ghendjes, Kazatches and large Casaks is noticed, but shipments of these are expected shortly.

"There have been some big arrivals recently of Iran goods and more are coming in daily, but inquiry for these just at this time is somewhat slow. The call for Shirvans, which, as stated in my last letter, had been very slack for some time past, has picked up decidedly, and the month's transactions have been quite considerable. The demand for Smyrna carpets are numerous, Ghiordes having the principal call. These goods are very popular in Germany, and most of the lots are being ordered for the German market."

FALL BUSINESS SHOULD BE GOOD.

Anticipating a large demand this Fall for upholstery goods, lace curtains, window shade goods, etc., Messrs. George H. Hees, Son & Co. have been quite venturesome in manufacturing and importing to meet demands. They are keenly alive to the wants of the trade, and keep up their reputation of offering to the trade quick-selling goods that afford the retailer large profits. They claim that their new importations of over 85,000 pairs of lace curtains should interest dealers that handle such goods. Their new productions of upholstery goods at their plant in Valleyfield contain many lines that dealers will find profitable to put into stock.

THE COBOURG MATTING FACTORY.

The matting Factory at Cobourg, Ont., says a Cobourg contemporary, continues to receive large supplies of raw material, whilst equally heavy shipments of the manufactured articles go forward from it day by day to the business houses in the centres of population in all parts of the Dominion. For long has this manufactory kept up its unwavering business, giving constant employment to quite a large number of operatives, without ostentatious show, and without having received a dollar of subsidy from the town treasury. Mr. Mitchell has made it a successful venture, and long may it continue to yield him the profits of which he is so well deserving.

WILL SHOW IN ONTARIO THIS MONTH.

The Watson, Foster Co.'s travelers will open their selling season in Ontario early in July. The company have every confidence in the result of their efforts.

Ontario wall paper dealers, early this month, may count upon finding in the Watson, Foster Co.'s line for 1900-1901 the evidence of their promise to make it the most magnificent combination of original designs and successful colorings ever attempted in Canada. Dealers may safely reserve their decisions till they inspect it.

CANADIAN WALL PAPER TRIUMPHS.

If "there is inspiration in a drop of ink" it is only necessary to say to wall paper dealers, wait for the Watson, Foster Co.'s line of samples for 1900-1901. It is superior in extent, design and coloring to anything heretofore offered by this company. Most people will know what that means.

ENGLISH CARPET MAN DEAD.

The death is announced at Kidderminster, in his 76th year, of John Thatcher. Mr. Thatcher originally came from Yorkshire, and spent the best part of his life as a carpet weaver, chiefly at Messrs. Dixon's and H. R. Willis & Co.'s. At the latter firm some few years were spent in the yarn room

W. Taylor Bailey

MANUFACTURER OF

Hand-Made Opaque Shade Cloth.

Mounted Shades

Plain, Decorated, Fringed, Laced and Lace and Insertion.

OUR PATTERNS ARE ALL EXCLUSIVE DESIGNS.

SPECIAL ATTENTION GIVEN TO ESTIMATES FOR

Store Shades

Upholstery Supplies Drapery Fabrics
and Brass Goods

Our looms in Montreal are now producing a new weave of
COTTON TAPESTRY.

COTTON DAMASKS A SPECIALTY.

MAIL ORDERS SOLICITED.

27 and 29 Victoria Square
MONTREAL.

CARPETS AND CURTAINS—Continued.

attending to the many requirements of the weavers. This position taxing his patience rather too much, he returned to the loom for a brief time, and finally retired early in 1892. He had long been a member of the Carpet Weavers' Association. He leaves four sons and one daughter. The eldest son is a public designer; the next, James, of New York, was for many years carpet traveler for various American houses; and another is head of the designing department of Messrs. Harrison & Son, Limited.

MAKING SPECIALTIES IN CANADA.

ONE of the most noteworthy features of the Canadian dry goods business in recent years has been the development of the manufacture of specialties which, until lately, were imported. An interesting instance of this development is furnished in the rapidly attained success of The Laces and Braid Manufacturing Co., Limited, Toronto Junction. This firm started in business about three years ago, and have from the first done a large and constantly increasing business in fancy and plain braids, elastics, shoe and corset laces, and cords for furriers. About eight months ago they secured a foreign expert as designer and foreman of their manufacturing department, and installed new machinery of the most up-to-date type. This enterprise has enabled them not only to continue to produce the regular lines of laces, braids, etc., in great variety and at the lowest cost, but to put on the market many lines entirely original in design and exceedingly attractive in effect for trimming purposes.

The firm are now in every respect in a position to compete in the matter of quality and attractiveness with foreign goods and have the advantage of being close to the buyer in the matter of the range offered for choice, the filling of repeat orders and the price charged. Their travelers are now on the road with a complete range of the regular lines of laces and braids, as well as the many novelties which they are now manufacturing.

A NEW KNITTED UNDERWEAR FABRIC.

A new fabric, made of Egyptian cotton, has been invented for knitted underwear. The material has a coating of pure silk, and is called "Kotedsilk." It is warmer than wool, lighter in weight, and will not irritate the skin. Neither will it shrink in washing. Both the substances used in its manufacture are very durable, hence this fabric will be found to wear better than all wool or silk. Physicians say "body contact with silk allays nervousness." Silk being a non-conductor of electricity, warmth and vitality are equalized by the wearing of "Kotedsilk" garments, and the non-shrinking quality of the fabric recommends it to everyone.—New York Tribune.

BLOUSE WAISTS FOR FALL TRADE.

"The ever-popular blouse waist has come to stay." So say the experts of the American and European markets, and it is also remarked that the silk, flannel, and satin waist is having enormous demand for the Fall and Winter months. Merchants should keep full assorted stocks of these goods for Fall, but in most cases this important department is neglected in Canada as soon as the Summer season is over.

Taffeta silk waists and French flannel will be in large demand. It will pay all merchants to assort their stocks properly. The perfect fit now to be obtained in ready-made goods has won over the better class trade, and, to retain this,

proper stock must be kept all year around. In Canada there are several makers catering to the Fall waist trade, and Boulter & Stewart are showing over 100 varieties of tailor-made waists with fitted linings. Pretty designs to retail \$1.50 to \$15 each. It will interest you and be profitable to see their line during openings.

FALL TRADE IN FANCY GOODS.

THERE should be a good Fall trade in fancy goods, and stores which carry these articles will be pleased to hear of some of the new goods. Looking over some of the new things at Nerlich & Co.'s, Toronto, the other day, a number of lines which are well suited to present trade were noticed, in addition to those for Fall trade.

For example, a line of Scotch ware will take. The articles include cups and saucers, teapots, creams, etc., and they are made of stoneware, half brown and half white, giving rather a striking effect. They will retail at 25c. up. So, too, are several lines of patriotic ware, including trays, plates, vases, cups and saucers, etc. These popular lines have the customary flag or coat-of-arms design. Another very noticeable line is artificial palms. This is a very good adjunct to the celebration season in which flags play so large a part. These flags, Nerlich & Co. report, are Canadian made and are printed on cotton, which is more durable than muslin, and therefore have the call. The sale of this patriotic stuff, including patriotic jewelry, is keeping up, and the chances are that it will sell right up to Christmas.

In addition to what has been referred to above for immediate trade, Nerlich & Co. have issued a catalogue, fully illustrated, which contains a great number of lines of every kind of fancy goods. Their stock of dolls is always, it is claimed, the largest and best in Canada. This year's dolls are to be found in soldier dresses, as a tribute to the passing military feeling. Also khaki dolls, and there is a continual demand for soldier suits, guns and swords. Toys of every description are in vogue, mechanical toys, pewter toys, tin toys, card and board games of every description, and a special range of iron toys which are practically indestructible and are having a great sale. These include fire engines, trains, scales, banks, stoves, and many other articles. The choice of toys in these days for young people is something wonderful.

Take the present craze for soldiering, the catalogue contains soldier suits, toy whips, guns, swords, trumpets, horns, cornets and every possible article connected with the military movement. Returning to general fancy goods, there is a perfect profusion of dressing-cases, glove-boxes, etc., and all that class of stuff, as well as albums, shown in leather, plush and celluloid, and fancy metal and ebonoid toilet articles.

It is clearly impossible within the limits of space to speak in detail of all these different lines. It would be well for the dealer to send for a copy of this carefully prepared, indexed, and illustrated catalogue of over 100 pages, which Nerlich & Co. will send out to any dealer asking for one by post card.

Mr. M. C. Drew, formerly of Burk's Falls, has opened a nice bright dry goods business in Grimsby, Ont.

P. & P. Griffin, Bloor street Toronto, are making large additions, preparatory to going into the manufacture of hair-cloth, a new industry in Toronto.

Mr. R. Mathews, grocer, Port Colborne, who, during the past year added the New York Dry Goods Store to his business, has now in his double store one of the finest stores in the boom town.

The Canadian Colored Cotton Mills Co.

... LIMITED

❁ ❁ MONTREAL. ❁ ❁

Manufacturers of:

FLANNELETTES, STRIPES, CHECKS AND FANCIES, PLAIN
AND TWILLED.

COLORÉD COTTON SAXONIES, ALL SHADES AND PRICES.

COLORÉD DOMETS, ALL SHADES AND PRICES.

SHAKER FLANNELETTES, ALL SHADES AND PRICES.

FLANNELETTE SHEETINGS AND BLANKETS, GREY AND
WHITE.

FANCY EIDERDOWN.

FANCY TARTAN COTTON DRESS GOODS.

FANCY CHECK COTTON DRESS GOODS.

STRIPED GALATEAS.

STRIPED AND CHECKED OXFORD SHIRTINGS.

STRIPED AND CHECKED COTTON SHIRTINGS.

PLAIN AND BORDERED APRON GINGHAMS.

STRIPED AND CHECKED FANCY DRESS GINGHAMS.

TICKINGS, AWNINGS, DENIMS, COTTONADES, ETC.

We carry complete ranges of all the above lines in
regular goods, no jobs or seconds.

Brophy, Cains & Co.

23 St. Helen Street,

- - -

MONTREAL.

Adam Lomas & Son

— Established 1842. —

SHERBROOKE, QUE.

MANUFACTURERS OF

Woolen Tweeds
Serges, Flannels
Dress Goods ❁
and Camp-Spread.
❁

♦♦♦♦

Canadian Brussels



A most desirable and attractive line of
Brussels Carpets in different grades is now
being manufactured by us from pure
Canadian wool.

Only fast dyes used, and strictest
attention given to every detail of the work.

WE GUARANTEE THE BEST
VALUE IN THE MARKET.

The Dominion Brussels
Carpet Co., Limited

SHERBROOKE, QUE.

TORONTO AGENTS:

W. M. ANGUS & CO.
Carlaw Buildings.

MONTREAL AGENTS:

HOLLAND & HASKELL
Board of Trade.

"PLANTAGENET"

HIGHEST AWARD FOR
FRILLINGS.
PARIS—1889.

Frillings

For Ladies' Underwear of all kinds,
Pillow Slips and all Bed Appointments,
Blouses, Children's Hoods, Robes,
Full Dress and Bassinette Trimmings.



THIS special make of Frillings far exceeds all others in beauty of design, fine quality of cambric, exquisite finish and general utility. The "PLANTAGENET" Goods are sold ready for sewing on, avoiding vexatious and tedious labour. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices.

To be obtained from all leading firms.

The W.R. Brock Company, (Limited)

—TORONTO

offer extra inducements to the trade to visit their warehouse in Toronto or examine the range of samples in the hands of their travellers._____

- Inducement **I.** The largest selection in each department ever shown by them.
- “ **II.** Extra lines introduced, keeping the business up-to-date and fully abreast of the times.
- “ **III.** SPECIAL PRICES, owing to large contracts made in conjunction with their Montreal House. This applies to leading lines in each department.
- “ **IV.** Many novelties, which induce new business, confined entirely in Canada to The W. R. Brock Company (Limited), Toronto and Montreal.

FALL
1900

Bro
(Lim
The
W.R.

The **Two**

TORONTO



Cor. Bay and Wellington Streets.

Distri

Having warehouse
recognized base
are enabled to s
and economical
in the country.

OUR PURCH

being doubled
to control man
Samples of the
every part of C
Travellers, cover
the entire Dom

General Dry Goods, Woollens, Men's Furnishing

ock Company,
(Ltd)

FALL
1900

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to every point

NG ABILITY

ves us power
desirable lines.

are shown in
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on!



Centres

MONTREAL

Cor. St. Helen and Recollet Streets
and 1826 Notre Dame Street.

Dress Goods, Carpets, House Furnishings, Etc.

The B. Rock Company, (Limited)

— MONTREAL

— LATE —

JAMES JOHNSTON & CO.

specialy invite Merchants and Buyers visiting Montreal to inspect their stock, which will be found most comprehensive in all departments.

Staple Department.

In spite of the well-known scarcity of "jobs" in the market, this department has some very interesting clearing lots to offer.

Printed Flannelettes in new and exclusive designs.

Ladies' Cloakings and Suitings

in great variety
and up-to-date
materials.

Headquarters for HOSIERY, GLOVES, SMALLWARES.

OUR UNDERWEAR

ESTABLISHED



1859

is celebrated for its ELASTICITY and SOFTNESS. Conforms to the figure and gives great pleasure and comfort to the wearer. Made in Ladies', Men's, Children's and Infants' Styles.

Full-Fashioned Perfect-Fitting Ribbed

Silk, Cashmere, Natural Wool, Lambs' Wool and Merino.

*Every Full-Fashioned
Garment has this label:*

*Warranted
Turnbull's*

Our customers can depend on us to give their sorting orders careful attention and prompt shipment.

THE C. TURNBULL CO. of Galt, Limited

Goulding & Co.,
30 Wellington St. East, Toronto.

Joseph W. Wey,
6 Bastion Square, Victoria, B.C.

Hat, Cap and



Fur Trade.

The Canadian Hat Trade.

The orders for Fall placed with Canadian wholesale importers are good thus far. Present retail trade is fairly active, especially in the cities, and is expected to continue so up to August. The retailers report very good sales, particularly since the hot weather set in. One large retailer reports sales of straw hats to surpass expectations. There is a greater demand for rustics, but a good article in plain straws also sells well. The Canadian straw hats this season are exceedingly well made, and our makers have turned out some very dainty goods in straw.

In conversation with a live retailer the other day, THE REVIEW was told that there was too much keeping over of old stock in the hat business. It happened with some men that sooner than clear out odd lines and sizes they would rather put them somewhere on the back shelves in the hope that they might be called for at some future time. He considered this bad business and believed in clearing out the hats that were left over unless the shapes were very staple and could safely be kept on hand. Another complaint he made against hat dealers, like himself, was that they were apt to order too many colored hats. For example, he would buy a certain quantity of blacks, the same quantity of greys, and perhaps the same quantities of two shades of brown. "Now," said he, "this order means that a man is stocked up with a great many more colored than black hats in spite of the fact that the black hat is the staple and the colored hat is always liable to rise or fall in popular taste. I believe there are dealers who have too many colored hats on hand now, and that they regret this as I do myself."

Still another grievance which this merchant referred to was the habit of the clerk to bring out at once the most saleable article. "Oh! I have seen them," he went on. "A man comes in and wants to see a certain kind of shape in black hats. The clerk brings out the newest thing, saying, that 'it is the latest style and is selling well.' The customer may be a quiet chap who is not particularly anxious to stick too closely to the fashion. Perhaps he does not know what the fashion is. In such a case, if there are a good many unsold colored hats in the store, the clerk ought, with some tact, try to push these. Of course, if the customer insists upon black, the clerk should acquiesce at once. But he ought at least get the customer to try on one, and if he looks well in it, say so. I know plenty of men who began to wear colored hats just in that way. They had always stuck to black, but one day the dealer got them to try on a colored hat, and, being pleased with their own appearance, they stuck to that kind."

A Fur Garment at Paris.

Dunlap, Cooke & Co., the Amherst, N.S., furriers, received an order from a New York gentleman for a fur-lined and trimmed coat that will probably be the most rare and costly garment ever made in the Lower Provinces. The shell of the coat is

of English beaver cloth, lined with the finest Alaska pup seal-skins, with trimmings of selected Hudson Bay sable, valued at \$500. This garment has been sold by the firm with the privilege of first exhibiting in Paris with other garments they are sending in connection with the Canadian exhibit from Toronto. As this is probably the finest article of Maritime Province manufacture at the great fair, it is to be hoped the garments comprising Dunlap, Cooke & Co.'s exhibit may merit even a share of the praise they were accorded at St. John and Halifax in September last, where their exhibits were generally acknowledged to be the finest ever shown in the Maritime Provinces. The firm received the highest awards at both Provincial Exhibitions last year, having been awarded a special gold medal by the Nova Scotia Exhibition Commission for the number of high-class garments shown, and the general excellence of their exhibit.

The English Hat Trade.

An English correspondent says: "The exports of hats of all kinds during April were 83,255 dozen, value £91,940, against 72,216 dozen, value £81,056, in April last year. For the four months ending April the exports were 378,614 dozen, value £417,292, against 381,475 dozen, value £393,403, in 1899. In the exports of furs and skins of all sorts there is, so far, a decline in value this year. The fur market has eased slightly of late, and good business has resulted. The shellac market has been fickle for some weeks; it now solely depends on the shipments, as deliveries are good and London stocks are bound to be considerably reduced this month. Present prices: Finest orange, £4 5s. to £4 10s.; second orange, £2 17s. to £3 15s.; garnet, £2 18s. to £3 3s.; button, £2 5s. to £4. 5s.

Fur Trade in the United States.

Travelers who left with small furs and fur garments, says New York Cloaks and Furs, have sent in fair-sized orders right along, and of late the expected decline in prices not realizing, as the jobbers and retailers expected, business has once more assumed its wonted aspect.

The universal cry about high prices has somewhat subsided, and an inspection of the various lines really shows little in evidence of scarce figures. There appears to be no scarcity of furs, and as such articles as opossums in the various shades in demand last season, and martens, for which enormous prices were asked, are no longer in senseless demand, and many articles have made their appearance which supplant these furs, there is really more crying done than the situation warrants. The much desired and expected decline, when it does put in an appearance, is hardly likely to affect in a very serious manner furs for which a demand has declared itself since the end of last season. One or two minor articles which, at the London March sales, were driven out of reach, may, or may not experience a decline, but nothing in the present outlook or

TOWNSEND, GRACE & CO.

BALTIMORE,
MARYLAND,
U. S. AMERICA.

Designers of Original Style and Manufacturers of

Fine Straw Hats

Designers of PATENT SQUARE CORNER ROUGH BRAID HATS.
Originators of GREAT BARRINGTON EDGE (Patented).
Introducers of 20TH CENTURY STRAW HATS.

Hats that are different from ordinary run; hats in which style, material and workmanship struggle for supremacy; hats that are trade-makers and trade-keepers; in a word, hats that sell.

Makers of **Young's Hats**. Represented in Canada by Mr. Charles Seattle. If you will write us, he will make arrangements by which you can see the line this Fall.

New York Office, 736 Broadway: F. G. PHELPS.

BALDWIN & WALKER

HALIFAX, ENGLAND.

LIMITED

Manufacturers of the

"LADYSHIP" KNITTING and FANCY WOOLS

*Scotch Fingerings, Vest Wools, Highland
Soft Knitting Wool, and X Fingerings.*

Canadian Stock Agency:

JOHN GORDON & SON

17 and 19 DeBresoles Street, MONTREAL.

Where a representative stock and a full assortment of samples are now kept.



HATS AND CAPS—Continued.

situation warrants the assumption of any appreciable decline of such furs as foxes, martens, sables, chinchillas, seals, and American specialties, for which a justified demand exists.

Manufacturers and importers of furs, who, in the belief that furs would be cheaper, refrained from visiting the European markets early in the year and have done so since last month, have by this time found out that they were bitterly mistaken. The closest inspection of the Leipsic market has not revealed stocks of any account of such fine furs as persians, broadtails, fine astrachans, sables, and other Russian goods, and even country furs which may, in ordinary times, be bought after the Easter Fair, exist in only the lowest grades. As, with the exception of one or two items, the cheaper grades of all furs did not advance in the same ratio as the fine grades, for which an unprecedented demand came from French and English furriers, the very fact that important manufacturers and dealers, who expected to obtain their wants on the other side, will be forced in the American market upon their return augurs well for at least a strongly supported tendency.

While German and even French models of cloaks are as yet in embryo, sufficient indications exist that furs of all descriptions will form one of the principal items in their confections.

As advices reach this side from buyers of millinery goods, who have been or are at the present visiting Paris, the same powerful influence shows itself in the decoration of ladies' hats. In Paris the leading milliners, who last year brought out ladies' fur hats tentatively, are now preparing their model collections with fur ornaments, wings, fancy designs and even entire bodies of fur.

American manufacturers and importers of furs may remember the years of 1888 and 1889, when the same craze for furs made them popular on almost every article for woman's wear. We may consider the present period as the equal of that beginning in 1888 and culminating in 1893. Statisticians, or in fact anyone connected with the fur trade for the past 15 or 20 years, in looking backward, will find the lean and fat periods in the trade follow each other in almost mathematical precision in cycles of five years.

While for a time during the height of a Presidential campaign, the issue of which is hardly doubted, a slight setback toward the month of November may be expected, the general or universal prosperity and especial prosperity in this country cannot and will not permit our present "fat cycle" to terminate before its appointed time.

Everybody who by this time has not prepared himself with the sinews of war, and who would have to buy at coming prices, will either have to stay out of the race or find the handling of furs unprofitable.

Active Trade in Fur Jackets. Dealers interested in furs will note Brereton & Manning's advertisement in this number of THE DRY GOODS REVIEW. They devote

themselves exclusively to this line, and report trade as very satisfactory, particularly in the finer goods. For caperines and scarves, of which they show a variety of new designs, their orders are large. They also have an extra good demand for persian, electric seal and astrachan jackets.

The recent improvements in the Arbes interlining machine help very materially in manufacturing the last-mentioned garments, all of which they now interline with that machine. This, they claim, makes better work than the older and slower process of interlining by hand.

Judging from the amount of orders now placed with this firm, they anticipate an increased business the coming season.

Where Fur Garments are Made.

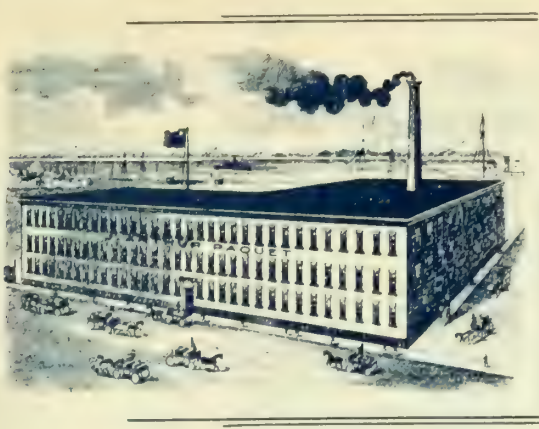
A Glimpse at Mr. Paquet's Quebec Factory.

TO inspect the fur and glove factory of Mr. J. Arthur Paquet, in Quebec city, is an education in itself, even to those who are practically ignorant of the processes through which the different fur skins and kids have to pass from the time they are received at the factory in the raw condition until placed in the sample-room for display, or in the shipping-room to be sent out to all parts of Canada and other countries. One engaged in the selling and handling of furs and gloves would, from such a visit, derive great benefit, and probably be more interested than the uninitiated.

The opportunity was afforded THE DRY GOODS REVIEW a few weeks ago to go through Mr. Paquet's factory, and a representative of the paper was not slow to take advantage of such an invitation. It would take volumes to thoroughly describe every detail of each department, and, unfortunately, space will only allow of a brief summary of the tour of inspection. Upon entering the factory, which is situated on a most advantageous site, and covers four or five acres of ground, the visitor was shown into the private office of Mr. Paquet, who was sitting at his desk busily engaged in perusing his correspondence. THE DRY GOODS REVIEW had the pleasure, the day before, of meeting Mr. Paquet, and he now received his visitor with the greatest cordiality. This gentleman makes a visit to his factory every morning, and in the afternoons is generally to be found in his retail store on St. Joseph street. During the conversation he stated that he had recently returned from the Paris Exposition, where a splendid exhibit of the different products of his factory is seen. Judging from the description of this exhibit, it is evidently a credit to Canada. As Mr. Paquet explained: "We have spared no expense or pains to attain this end." He also said that his firm's representative in Vancouver was now on his way to Dawson City with \$12,000 worth of furs, etc., to be disposed of there.

The visitor was then placed in the hands of one of the head men of the factory to proceed through the different departments. It might be said at the outset that a striking feature of every department of this concern is the system and regularity with which everything is done. They have an electric plant in the factory which is up-to-date and complete in every respect. They employ over 500 hands, who are all proverbially well treated. The head of each department seems to be individually interested in each of his employees.

It will be convenient to deal first with the fur branch of the establishment, beginning at the room where the furs are received in their raw condition. Here there are piles upon piles of different classes of furs. When unpacked, they are handed in to the adjoining room to be stretched, dressed, washed, and hung up to dry and, in some instances, dyed. At times, when there is a rush order on, it is necessary to dry the skins by means of a machine, which is really a wonderful invention. The dyeing and curling process is also extremely interesting. This concern claim to be the only one in Canada dyeing their own Astrachan goods. They handle these furs in large quantities, and qualities range from 1 to 7. The visitor was particularly struck with the Thibet lamb stock, 3,000 of



J. ARTHUR PAQUET

DYER AND DRESSER.

Importer and
Exporter of Raw

Skins.

Also
Manufacturer of

Furs,

Gloves, Mitts, Moccasins, Snow-Shoes,
Caps and Straw Hats.

IMPORTER OF HATS.

SAMPLE ROOMS:

5 Victoria Square, Montreal, P.Q.

52 Bay Street, Toronto, Ont.

Main Street, Winnipeg, Man.

338 Hastings St., Vancouver, B.C.

Quebec, P.Q.

FOR Fall Season 1900.

Fringes,
Tassels,
Ornaments,

"Honest Goods
at
Honest Prices."

Cords,
Braids,
Barrel Buttons.

—MANUFACTURED BY—

MOULTON & CO.,

12 ST. PETER ST.,
MONTREAL.

N.B.—The oldest and original Cord, Fringe and Tassel Works in the Dominion.

WESTERN Incorporated 1851
... **ASSURANCE
COMPANY.**

**FIRE
AND
MARINE**

Head Office
**Toronto,
Ont.**

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

Highest Quality and Latest Designs in Show Cases

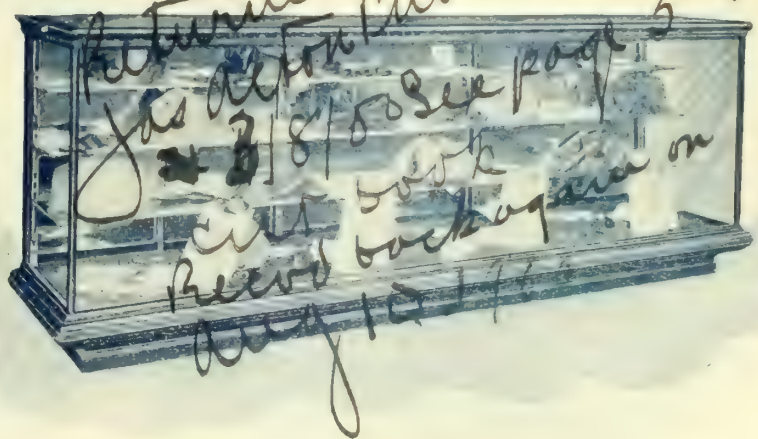
PHILLIPS *Silent Salesman*
SHOW CASES

are known from coast
to coast, by the leading
retail merchants. They
are often imitated but
never equaled.

Let us figure on your
new cases.

We have a Canadian
Branch.

Address us at Detroit.



Phillips Illuminated Silent Salesman.
Lights are concealed in the frame,
frame is fitted with ventilators. Cases
made without lighting device if
desired.

John Phillips & Co., Limited,

**DETROIT, MICH., AND
WINDSOR, ONT.**

Persian Lamb Jackets.

We are early buyers, and as such anticipated the recent heavy advance.

There is a style and grace of outline in our Jackets not seen elsewhere.

If you want to place special orders write us.

JAMES CORISTINE & CO.
Limited.

Fur Collarettes.

We have them. All Furs. All styles. All Prices. They brighten up your stock and are sure sellers. Refer to our catalogue.

JAMES CORISTINE & CO.
Limited.

Astrachan Jackets.

The rapid increase in our output testifies to the excellence of these garments. They are "made on honor." Every garment guaranteed

JAMES CORISTINE & CO.
Limited.

We are Known

To the trade as manufacturers of "High-Grade Furs." Of course, we make medium-priced goods also. But high and low alike, all our goods are manufactured on our own premises by skilled workmen under competent supervision.

JAMES CORISTINE & CO.
Limited.

JAMES CORISTINE & CO. Limited

Fur..... Manufacturers

469 to 477 St. Paul St.
St. Nicholas St.

MONTREAL.

Cloth Caps,

For Fall and Winter wear. We have them in endless variety and price.

The demand for these goods this season is unprecedented. We are equal to the occasion.

JAMES CORISTINE & CO.
Limited.

Our Men's Fur-Lined Coats

Are made of excellent quality of Beaver, trimmed in Otter and Persian, lined with Muskrat, Mink and Marmot.

Fit and finish all that can be desired.

JAMES CORISTINE & CO.
Limited.

It is not Enough

That we do "as well" as others. Our aim is to excel. We give values that are exceptional, and our customers stay with us.

JAMES CORISTINE & CO.
Limited.

Capes and Caperines.

Never before had we such a variety of these dressy garments.

All Furs. All Linings.
Special Prices.

JAMES CORISTINE & CO.
Limited.

Our Fall Catalogue

Will be in the hands of our customers shortly.

If you do not receive one write for it.

It contains many styles exclusively "Our Own."

JAMES CORISTINE & CO.
Limited.

Why We Advertise.

Just to impress upon you what you already know—that our goods are sold by the best dealers in the Dominion.

JAMES CORISTINE & CO.
Limited.

1840 ESTABLISHED 1840



WHOLESALE

General
Staple
and
Fancy

DRY GOODS



DRY GOODS.

Canadian
American
and
European

WHOLESALE

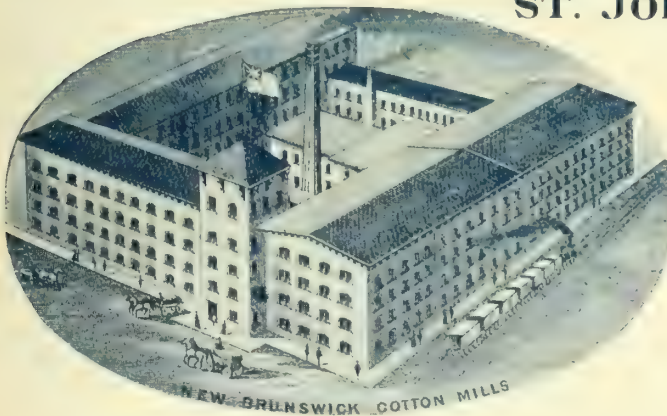
Sample Rooms :
Temple Building,
MONTREAL.

P. GARNEAU, FILS & CIE.
QUEBEC.

Sample Rooms :
Sandford Block,
WINNIPEG.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
Manufacturers**

Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warps for Ontario.



**Flannelettes,
Saxonys, Yarns,
Beam Warps.**

The Only "WATER TWIST" Yarn Made in Canada.

HATS AND CAPS—Continued.

which had just been received, and they are really a specially fine-looking lot of furs.

After the furs have gone through their various treatments in this room, they are then placed in the fur skin stock department, and when wanted are sent into the cutting-room. This cutting-room is 225 feet long by 75 feet wide. Mr. C. Besette, the foreman of this department, stated that at all seasons of the year they employ at least 65 cutters, 25 blockers, and also about 50 girls, who operate the fur sewing machines. In their busy season this number is often increased considerably. He said that during four months in the year the hands have to return at night to keep pace with the amount of work that has to be got through. Attached to the cutting-room is the fur finishing-room, which is 150 feet long. Here are employed from 90 to 100 hands. This is undoubtedly one of the most important departments in the factory. Adjoining this is the marking and inspecting room, through which all fur coats, caps, capes, collars, muffs, etc., have to be passed, inspected, and marked before leaving the factory or placed in the sample-room. In the sample-room, the many different lines are shown off in a most attractive manner, each line being systematically arranged. It was said that they now have for the various lines they manufacture over 300,000 orders.

This concern also manufacture many different kinds of gloves. Among the kids employed in the manufacture thereof are Napa kid, Suede imported kid, German imported, Arabian mocco, imitation mocco, domestic kid, reindeer, green buck, tan buck, cariboo, smoked deer, smoked horsehide, etc. During the last month they had cut 1,037 dozen pairs of gloves and mits. In the glove factory they employ over 114 hands. This branch of the business has only been in vogue now about 14 months, and Mr. Paquet is certainly to be congratulated upon the progress made. The foreman of this department told the interested visitor that before a pair of gloves are completed they have to pass through from 20 to 27 hands. In value they range from \$5.50 to \$42 per dozen.

WEATHER AND TRADE.

Felt hat manufacturers in the Manchester, England, district, are complaining that trade is very slack and disappointing. It is accounted for largely by the chilly weather prevailing so long, combined with the appeals being made all over Great Britain for the war and famine funds, which is having its effect upon the business done by the retailers. In linen hats there has been a tremendous output. Straw hats, too, have been freely called for in some parts of England; for the first four months of this year the imports of straw hats and bonnets into England were over double what they were during the corresponding period last year; and there is a big increase over a like period in the value of straw plait imported. The sailor shape in ladies' straws again holds undisputed sway this year.

The English wholesale hatters report a fair amount of business, especially in light shapes and straws. The white linen hats are found very useful in the hot weather. Large orders are being filled for stitched felts, and in drabs and Cubas. Light stitched hats, also, are largely replacing tweeds.

Advices to a Canadian fur importer, Mr. James D. Allan, are to the effect that offerings of Persians at the Nijni Fair next month will not be over 60 per cent. of last year's supply.

RETAIL PURCHASES OF KNIT GOODS.

SAYS The New York Wool and Cotton Reporter: "There is a phase of the knit goods business, which, while not new this season, has become particularly prominent and very annoying to the agents of knit goods, and also to the retailers who have been taken in by it. Not many seasons ago, some enterprising men conceived the idea that it would be an excellent plan to solicit orders for knit goods, both hosiery and underwear, from the retailers. To do this, they would make arrangements with some mill or mills, and secure a line of samples. Then they would canvass among the retailers, and their representations would appeal very strongly to the merchant. Of course, the agent would explain to the retailer that he represented the mill direct, and showed how much the said retailer could save by purchasing from him. This looked very plausible, and the agents secured considerable business.

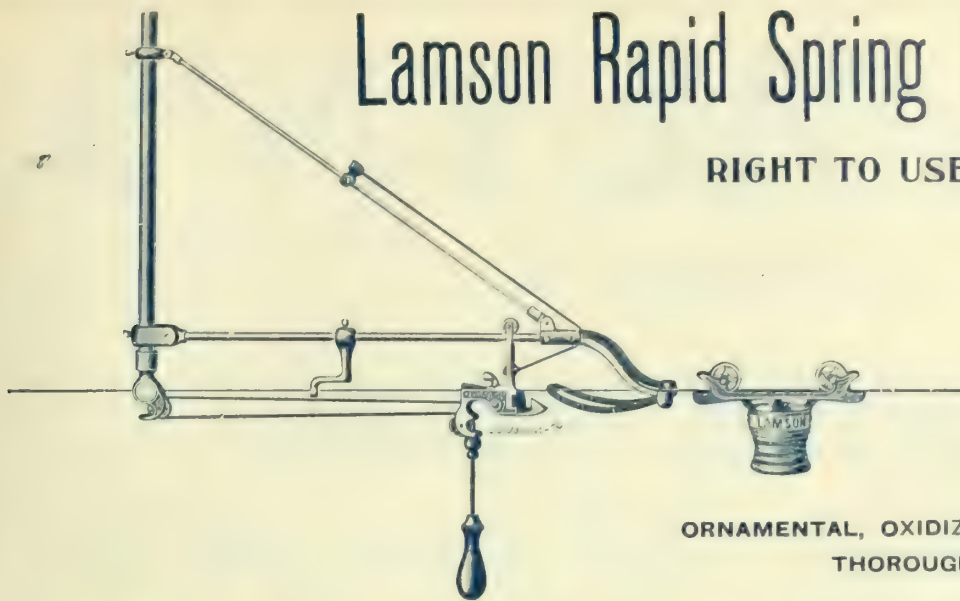
Perhaps the first of this was done in good faith, and in a perfectly legitimate manner, though, of course, the best mills, and those having a reputation, would not allow themselves to be represented in that way. Since then, many other agents have stepped into the same field, some of them with honorable intentions, while others evidently do not intend to act "on the square." Last season this became a very strong factor in the market, and many retailers placed orders with these agents. The result, however, was very far from satisfactory. Some received goods, and some did not, and were obliged to exert every effort to secure lines for the season, and as it was then very late, they were usually disappointed, and unable to secure the grades they wanted. Where the goods were delivered, many of them were nowhere near the quality of the samples submitted, yet there appeared to be no redress. The agents were irresponsible, and the mills claimed that they delivered what they received orders for. The retailer is not likely to be bitten a second time, but this season irresponsible men have continued to carry on this style of business, and our attention has been called to several instances where much dissatisfaction has resulted.

This is merely intended as a warning to retailers. Of course, the primary idea is, that they can get the goods cheaper by saving a middleman's profit, but, as a matter of fact, it is usually just the other way. The "agent" must pay all of his own traveling expenses, and the mill charges more than it does to wholesale houses ordering enormous quantities. Besides this, the lack of responsibility is a feature not to be lightly overlooked. It means a great deal to be dealing with a responsible firm.

Galt dry goods merchants have agreed to close at six o'clock every evening, Saturday excepted.

Crumley Bros., of Kingston, have removed to other premises, pending alterations to their new store, into which they will move as soon as the building is ready. The store is being enlarged and improved, and will be ready for occupancy by August.

The palatial new Summer hotel at Burlington, Ont., which is being opened this month, has been furnished throughout with Ostermoor's Patent Elastic Felt Mattress and "Alaska" brand feather pillows. The contract was placed through Thomas C. Watkins, a prominent dry goods dealer in Hamilton, and the goods were manufactured by The Alaska Feather & Down Co., Limited, of Montreal, who are the sole makers of the Ostermoor Patent Elastic Felt Mattress for Canada.



Lamson Rapid Spring Cash Carrier.

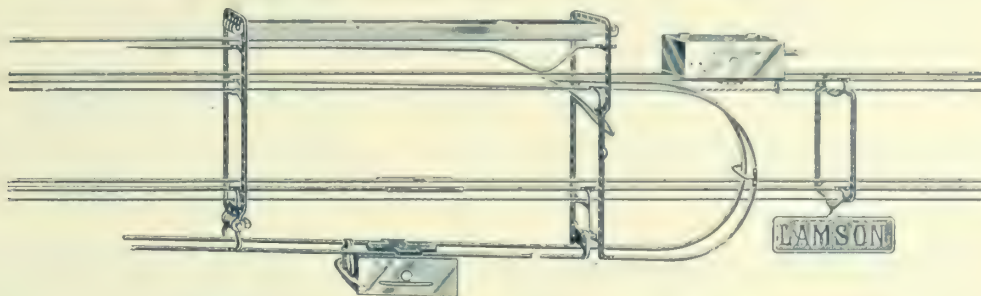
RIGHT TO USE GUARANTEED.

Nearly
90,000
in use.

ORNAMENTAL, OXIDIZED FINISH,
THOROUGHLY RELIABLE.

LAMSON Perfection Cable Cash Carrier

RAPID, RELIABLE, RIGID, COMPACT, PROPERLY NAMED.



TWO OR MORE BOXES TO EACH STATION.

The Lamson Consolidated Store Service Co. is the largest concern in existence engaged in the manufacture of Cash or Parcel Carrier Systems, having made and installed more successful systems than all other concerns in this branch combined.

By reason of its control of patents, large capital and thorough organization, this company offers carrier system purchasers the following **important advantages** not to be had elsewhere:

Choice of every practical type of carrier, either pneumatic, cable, spring or gravity, with complete patent protection on every one, giving the buyer the privilege of selecting the type of system best suited to his business.

Reliable workmanship, entailing the smallest possible expense for repairs, with greatest working capacity and longest life on the systems, furnished by this company.

Lowest cost compatible with best product and the most liberal arrangements either on purchasing or renting basis.

This company will be glad to furnish estimates for cash and parcel systems for any type of store, and will send nearest department agent when requested.

It will pay intending carrier system purchasers to communicate with us before placing their orders.

We Will Rent You a Pneumatic Cash Carrier Complete, Including Motor, Engine and Blower.

THE LAMSON CONSOLIDATED STORE SERVICE CO.

Head Offices and Works: **LOWELL, MASS.**

Canadian Office and Factory: **TORONTO, ONT.**

DEPARTMENT OFFICES:

Boston New York Brooklyn Philadelphia Baltimore Atlanta Rochester St. Louis Kansas City Dallas Chicago
Detroit Denver Minneapolis Pittsburg Cincinnati Indianapolis Cleveland San Francisco

Address, **Frederick C. Cutting, Manager Canadian Dept., 119 Simcoe St., Toronto.**

HAMLYN'S.

GUARANTEED REAL

"West of England"

PURE WOOL

WOADED INDIGO.

A Special Dye to resist Air and Sea Water.

It may be boiled in Soda without changing colour.

SERGES, TWEEDS, ESTAMENES ...AND... SUITINGS.

These well known Goods can be obtained through any of the Wholesale, Home and Colonial Houses.

HAMLYN BROTHERS, LIMITED BUCKFASTLEIGH, DEVON.

Branches

LONDON : 32 Noble Street, E.C.
MANCHESTER : 39 York Street.
GLASGOW : 38 Queen Street.

**An Interlocking
Organization.**

SILK LININGS

Made from Cotton.

THE Gilbert Manufacturing Co. is the pioneer lining combination, and **to them** is due the position now occupied by dress linings in the textile world to-day.

When this unique organization began to finish linings, nothing but corset jeans and the old fashioned four-leaf twills were known for dress linings. The finishing plant then comprised two buildings, but, with the growth of The Gilbert Manufacturing Co.'s business, new buildings have yearly been added, until it has reached its present magnificent proportions.

The Gilbert Manufacturing Co. is an interlocking organization, and the only one which takes, through its various ramifications, Egyptian cotton in the raw state and transforms it into the finished article ready for the consumer. In buying of The Gilbert Manufacturing Co. purchasers are dealing with first hands.

The latest Novelties, and to which we call your special attention are as follows :

**Sultana Satin,
Oriental Silk,
Analyne Silk.**

The most useful Waist Linings are as follows :

**Commodore Fabric,
American Queen Twill,
AND FAST BLACK
Twills and Percales.**

SEND FOR SAMPLES.

Our Mr. E. S. Comstock will shortly start on another trip through the Dominion.
We would ask our friends to kindly hold their orders for him.

The
✱

Gilbert Manufacturing Co.

O. P. DORMAN, President.

380-382 BROADWAY, NEW YORK.

WINNIPEG AND THE WEST.

OUTLOOK FOR TRADE, STYLES IN FALL MILLINERY,
DRESS GOODS, ETC.

From the DRY GOODS REVIEW's special correspondent.

WITH the thermometer ranging between 97 and 100 in the shade and the pavements fairly melting your pneumatic tires, it seems incongruous to talk of "Fall Styles." Truly, Winnipeg has not been so hot and dusty in many years. The frequent showers of June, which have always been a feature of the West, have been painfully conspicuous by their absence this season, and, for one June at least, the fair dames of the western metropolis have aired themselves in snow-white costumes, without dread of coming home dragged abominations, fit only for the washtub. Never have there been so many white frocks upon the streets. Very fresh and dainty they look, especially when the effect is heightened by a geranium, pale green, or mauve parasol. The "Ladysmith" helmet, in white jumbo braids, has begun to supersede the ever popular sailor with white costumes.

The weather that has so admirably suited the white frocks, has not been so good for the wheat, and some anxiety is being felt at the continued absence of rain. The drouth is more difficult to contend with, owing to the very light snowfall of the past Winter. The reports from some sections of the Province are discouraging, but all west of Moosomin, in the Northwest Territories, the country is no doubt safe, as they have had plenty of warm rains. If Manitoba gets the greatly desired rain within a week, much of the damage will be averted. [Since the above was written rain has fallen.—Editor DRY GOODS REVIEW.]

THE D. McCALL CO.

It was a pleasure to step out of the glare into the cool dimness of The D. McCall Co's. showrooms, where all hands were busy arranging Fall samples. Of course, the trimmed goods are not here, but the ready-to-wear, the felt shapes, and the trimming therefor are here in abundance. There is a noticeable increase in the ready-to-wear goods, and among these of course are conspicuous the military effects. The "Strathcona," "New South Wales' Lancers," "London Infantry," "Volunteer" and "Baden Powell" are among the most popular. Of these, the "Baden Powell" is decidedly the prettiest and the most becoming. It will suit almost any face and has a jaunty grace about it without the least suggestion of being fast. In wheeling hats, the "Illesworth" is a new style sure to be popular. It has a soft felt body and turns sharply up at the back, droops over the face, and is both comfortable and becoming, a somewhat rare combination. The walking hats have all low flat crowns and are not particularly pretty. Round crowns are very much in evidence, and though they are no doubt the proper thing they are not pretty, nor are they likely to suit many faces.

TRIMMINGS.

There is nothing very new in this line, but all the goods are pretty. Plumes, fancy quills, angel and cupid wings and fancy black mounts, jetted, spangled and sequined, are shown, and also feather bandeaux which are particularly pretty in the peacock effects. Bandeaux of mink, beaver and chinchilla also promise to be popular.

RIBBONS.

A very pretty line of black ribbons with white edges and white stitchings are shown, and also full lines of taffetas in all pastel shades. These will be used in combination with both plain and fancy velvets for trimmings. Among the early Fall trimmings, flowers will be used a good deal, especially large ragged chrysanthemums. These flowers will combine very well with velvets. In black flowers, for mourning goods, the lines are very handsome, some unusual effects being seen. In buckles, the gilt and rhinestone buckles, and those with enamel flowers will be the most popular.

Millinery business has been exceptionally good, and the outlook for Fall trade is very promising. Mr. White, manager of the Winnipeg branch, is at present in the West with samples.

STOBART & CO.

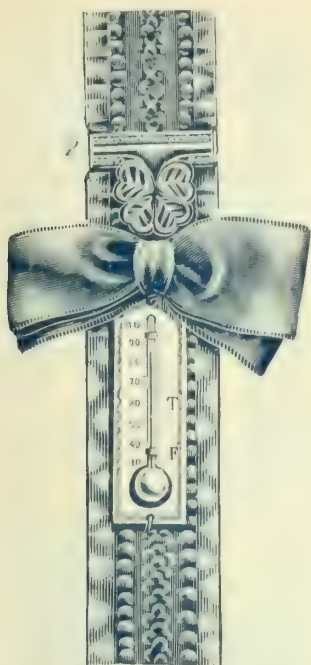
Mr. Wilson, European buyer for the house, kindly gave your correspondent a peep at the very latest things in dress goods. These are the "Zibelines." They are all-wool goods in plain homespun weaves with camel's hair spots and checks. The appearance is handsome and rich, without being too showy, and these goods are likely to be popular, as they are eminently suited to our Winter weather. The same thing is shown in tartan colors with camel's hair checks in black. Among the new goods also are mercerized wool brocades, in all kinds of pretty shot effects, and silk and wool broches with shell patterns. The most popular goods in the Old Country, and likely to be equally so here, are the rough Scotch tweeds, the rougher the better. These come in fawns, checks, browns and greens, but the most fashionable shades are bluettes and purple. Black and white combinations also promise to be popular, as also coverts in all shades. A very pretty line of fancy plaid blouse cloths was also shown. As woollen goods have advanced in price, cottons are made to take their place in many ways, and none more effectively than the cotton tartans that look so like wool that it is necessary to feel them in order to tell the difference. These will retail at 15 to 20c. per yard.

The fancy silk blouse seems just as popular as ever, and lovely silks are shown for its creation. Japan silks, in blues, pinks and mauves, with morning glories looking as if hand-painted; foulards, with dainty patterns of roses on a cream ground; tartan taffetas, and, in more expensive lines, satin broches in dainty patterns and exquisite pastel shades; Victoria gauffre silks for trimmings, and all shades of glace satin, which is again popular.

GAULT'S.

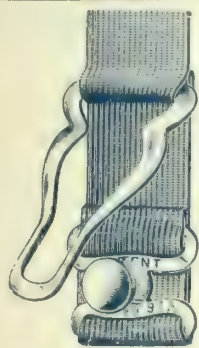
The Western branch of this firm is now comfortably settled in their fine new warehouse, on the corner of Bannatyne and Arthur streets. The building is 80 ft. wide by 100 ft. long, and consists of four storeys and basement. Two electric elevators are run through the entire building, and there is the best of light, air and conveniences of every description; in fact, it is a thoroughly up-to-date warehouse.

As the house here will combine their orders to manufacturers with those of the eastern branch at Montreal, they feel they will in this way be able to carry fuller ranges of colors, shades,



New Styles in Fancy Garters are shown by us as usual. We make 100 numbers

ranging in price from \$7.50 to \$240.00 per gross. These are all put up one pair in a lace-edged box, also with glass covers in the better grades.



...THE...
"Flexo-Grasp"
HOSE SUPPORTER

OUR HOSE SUPPORTER LINE.

We also offer our complete line of Hose Supporters, prominent among which is our "**FLEXO - GRASP**," as well as frilled side elastics, and everything belonging to the Hose Supporter line.

REQUESTS FOR SAMPLE LINES WILL BE PROMPTLY ATTENDED TO.

A. STEIN & CO.,

6 and 8 Sutter Street
SAN FRANCISCO.

218 MARKET STREET
CHICAGO.

438 BROADWAY
NEW YORK.

CARPETS

Make—two and three ply
Wools and Unions.

BRANDS:

"Leader," "Chicora," "Royal," "Angora,"
"Crescent," "Magnet," "Dominion," "Oxford,"
"Granite," "Canadian," "Monarch."

Rug Fringes

Twenty different colorings.

Fall Samples Out.
Wait for our Travellers.

Canadian Agents for THE MOSS ROSE MFG. CO.,
Tapestry Curtains and Covers, etc.

ROYAL CARPET CO.
GUELPH, ONT.

THE

Cardigan Overshoe

For Women, Misses
and Children

is the warmest, lightest, neat-
est and cheapest Overshoe
offered to the trade.

No Buttons,

No Buckles.

Easy to put on
and take off.

Manufactured
by



The Cardigan Overshoe Co.
STRATFORD, ONT.,
Sole Manufacturers.

The Celluloid Company

30, 32, 34, 36
Washington Place

NEW YORK

ORIGINAL and ONLY
Manufacturers of

"CELLULOID" Interlined Waterproof
Collars and Cuffs . . .

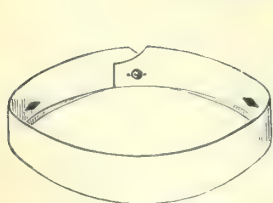
All goods made by us are stamped as follows:

Absolutely No

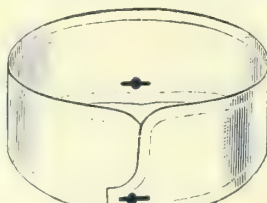


Others Genuine

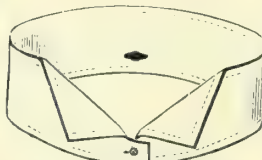
Positively waterproof. When soiled simply wipe off with a damp cloth or sponge.



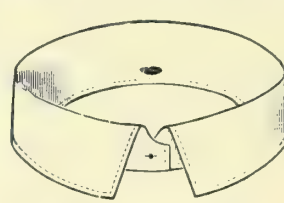
ROMAN



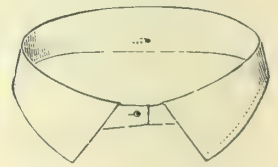
BERKELEY.



TITAN.

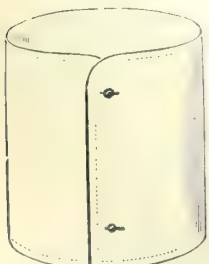


BICYCLE.



ROYAL

Roman, Cardinal and Bishop Collars may be had plain
or with either three or five button-holes.



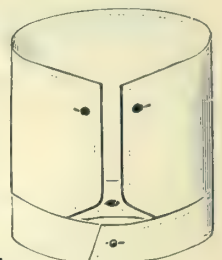
EXCELSIOR.



SAVOY

CAUTION

It having come to our notice that certain manufacturers are producing and advertising imitations of our goods under the name of "Celluloid," we desire to notify the trade that the word "Celluloid" is a registered trade mark, and our right to its exclusive use having been upheld by the courts, we shall hold responsible not only such manufacturers but also all dealers handling any goods, other than our make, under the name of "Celluloid."



The Celluloid Company

FIFTH AVE

FALL 1900

THE VICTOR MANUFACTURING CO.

Manufacturers of

Cloaks, Suits, Skirts, Etc.

NOW READY.

THE
NEWEST
STYLES.

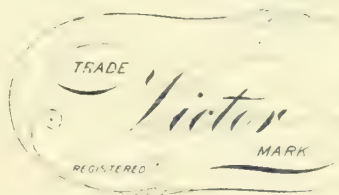
OUR complete line for Fall
of 1900, in the highest
class of Ladies' Jackets, Capes
and Suits.

WE INVITE THE CRITICISM OF
EXPERT BUYERS.

THE
NOBBIEST
GOODS.

Our Travelers are on the road.

See their samples.



THE VICTOR
Manufacturing Co.
▼ **QUEBEC, QUE.**

and fabrics than have been known in the history of the wholesale trade here, and to meet this want will be the special aim of the house.

On the fourth floor is to be found a full line of house-furnishings; on the third, smallwares and men's furnishings. The latter, also, will be a special line, as the Gaults are manufacturers of these lines of goods. On the second floor is the dress goods department and hosiery. On the first floor, the staples and also the handsome offices. In the basement are a reserve stock of staples and the great receiving-rooms of the house. Mr. Belcher, the manager, who kindly showed your correspondent through the house, spoke most hopefully of the outlook for trade here, and said they were entirely satisfied with things so far and much encouraged for the future. They had been courteously welcomed by the other firms in the same line of trade, and were settling down to business and feeling quite at home.

R. J. WHITLA & CO.

report all travelers on the road with Fall samples. Business in placing orders has been very good. This house pride themselves particularly on the fact that their large range of blankets (some 5,000 pairs) were all bought before the rise of the wool market, and they feel that in these lines they can do just a shade better than anyone else for their friends.

A particularly fine line of dress goods is shown by this house; in fact, all their various departments are full to repletion with well-assorted goods. The increased space of the new building and the greater convenience for handling work has stimulated the house to extra efforts, and they feel prepared for a larger Fall trade than ever before.

IMPERIAL DRY GOODS CO.

This company are erecting on the west side of Main street a fine, new three-storey brick building on stone foundations. There is a 40 foot frontage on Main street, and the building will run back 212 feet to Albert street. When completed, it is expected to be the most up-to-date retail dry goods store west of Toronto.

HUDSON'S BAY COMPANY.

This company have moved their men's furnishings, cloth, and tailoring departments into ample premises on the ground floor.

CLOTHING.

The clothing houses have little to say at this time. It is too early to pronounce on the coming season. Large placing orders have been booked, but the final state of the crops will have some effect in saying whether any of these may be cancelled or not. In case of any failure of crops, the clothing and fur men will feel the grip first, as country merchants were well stocked in these lines last Fall, and, owing to a mild Winter, did not sell them.

Winnipeg, June 20, 1900.

E. C. H.

THE VALUE OF A BRAND.

It is a noticeable fact that the large dry goods stores, which usually take off any tickets which betray the name or the whereabouts of a manufacturer, invariably keep the "Alaska" brand tickets prominent on all comforters and pillows made by that company. For the name has become, like that of Hartshorn of shade roller fame and Palmer for hammocks and Dents for gloves—the standard of excellence. For a large order for down quilts, just booked by Mr. J. H. Parkhill, the buyer is supplying his own label to be sewed into one corner of every quilt. The headline of this label reads, " 'Alaska' brand, pure down," thus paying a compliment to the manufacturers while safeguarding his own interest.

LADIES' TIES, ETC., IN JAPANESE SILK.

K. ISHIKAWA & Co. are anticipating a big Fall business. They will carry an extensive line of ties for ladies, including drawn work and fringe ties, as well as their specialty—crepe de chine ties. In ties for boys and children they will have a large assortment of fancy plaid Windsor ties. In handkerchiefs, they will have a large assortment of printed border and embroidered silk handkerchiefs, ranging in prices from \$1.50 to \$8.50 per doz. They also have their specialty in these goods—initial handkerchiefs in plain and twill silks—at these prices. Mufflers they will have in black and white surah silk which can be retailed at 75c. to \$1.50 each. These are 30 inches square, and are extra value. Chair scarves, table covers and mantle drapes in silk with gold embroidery, which are always popular for Christmas trade, will be offered by this firm at all prices from \$2.25 to \$30 per doz. In plain Japan silks, which are also popular for the holiday trade, they carry a large range in several different qualities and in all the different colors created by the Paris fashions. Black Japan silks, dyed in Lyons, will be extensively used for blouse and dress goods this Fall. This firm will have particularly good value for their customers.

THE NEW CENTURY STOCK-TAKING MEASURING MACHINE.

The above, a cut of which appears in our advertising columns of this issue, is an invention and innovation of highest importance to progressive Canadian merchants. It is pre-eminently a stock-taking machine of the most approved type, and, if once seen in operation, will number every merchant as its possessor.

The New Century (whose dimensions are only 2 x 6 x 12 inches) is a marvel in its working capacity. One man, with a machine, can do more work in a given time than three or four others under ordinary conditions. It will measure most accurately and satisfactorily all classes of rolled and folded goods. In three minutes' time a web of 50 yards can be unrolled, measured, blocked, rerolled and placed ready for the shelf. It registers yards and fractions of yards without possibility of error.

This little machine is finding its place as an indispensable auxiliary in connection with modern storekeeping.

Circulars and catalogue may be had by addressing The New Century Manufacturing Co., Brantford, Canada.

J. Sproul Smith has been appointed Toronto representative for the agencies of S. Hird, Montreal.

The association of German leather glove-makers have just held a meeting in Leipsic with a view to increasing prices.

J. T. Showler, formerly of London, Ont., has purchased James Dennis' tailoring business in Strathroy.

J. B. Hill, dry goods merchant, St. Thomas, has entered the wholesale dry goods, staples, notions, laces and fancy goods trade in that city.

Northway, Anderson & Co., dry goods merchants, Tilsonburg, have enlarged their premises by a new addition which enables them to make a fine display of their large stock and allow their customers extra comfort in shopping.

"Can't you set a date for the payment of this little bill?" asked the collector. "I could, if it weren't for one thing," answered the debtor. "What is that?" "I want to sustain my reputation for truth and veracity."

TO THE TRADE

ESTABLISHED 1849

JOHN MACDONALD & CO.

Wellington and Front Streets East

TORONTO

REGISTERED



TRADE MARK.

Goods stamped with the above Trade Mark are controled by them; it is also a guarantee of superior value.

THEIR REGISTERED BRANDS :

"QUEEN CITY"

Domestic Cotton Goods.

"CRESCENT"

Black Dress Goods.

"IMPERIAL"

Hosiery and Velveteens.

"SEABELLE"

Black and Blue Serges.

WHOLESALE

Dry Goods
Men's Furnishings
Haberdashery
Woollens
Carpets

They are Sole Agents in Toronto for

"Crum's" Prints**"Belwarp" Serges and
Worsteds**

They also sell a variety of lines at manufacturer's list price.

They thank you for past favours and solicit a continuance of the same. They are ever on the alert to have the best value and to give all orders promptest attention.

FILLING LETTER ORDERS A SPECIALTY.

THE FALL TRADE.

BROPHY, CAINS & CO.

OF fancy colored lester ringwood gloves, Brophy, Cains & Co. are showing a specially large range, entirely made up of color combinations and fancy stitches not shown heretofore.

Brophy, Cains & Co. report that their lace stock is again fully assorted in all makes. They show some very handsome designs in black and cream cantilys at popular prices, styles hitherto not easily obtainable.

"We find customers appreciate our delicate shades in ladies' wool vests," say Brophy, Cains & Co. They seem glad to get away from the natural shades for a time. The range certainly contains some of the daintiest trimmed goods in various shades we have yet seen.

Brophy, Cains & Co. report that invoices are to hand for all their repeats in all-over tuckings and apron muslins, and customers will receive their goods at once. Further orders should be given as promptly as possible, to insure immediate delivery.

WYLD-DARLING CO., LIMITED.

Wyld-Darling & Co., Limited, are in an exceptionally strong position for Fall trade. In all departments they placed contracts before the recent advances, and are consequently offering them below present market values. Their travelers have been out some weeks with dress goods for Fall and are sending in good orders. This firm are giving special attention to this branch of their business and are showing a much larger range and better values than ever before. Among the popular lines in the range are serges, estamine freizes, homespuns, tweeds, etc. The novelty of the season is camel's hair zibeline, a new cloth in figures and neat checks. These goods are selling freely, and are likely to be in great favor for separate skirts. A magnificent range of black goods in freizes, homespuns, poplins and broadcloths is shown. In black figured materials their styles and values are meeting with much favor with dress goods experts.

In ladies' underwear this house are showing a larger and more comprehensive range of ribbed and natural wool goods than ever before. Their leading lines are to retail at 25c., 50c., 75c., and \$1, and are extra value. A large trade is now being done in ladies' ribbed vests in maco and white fleece goods to retail at 25c. and 50c. The numbers of these goods are 55 and 62. In ladies' ribbed cashmere hosiery with extra spliced knees their leading Nos., 35, 37 and 72, are still quoted at prices ruling previous to the advances. In worsted hosiery, their No. 206 is a 3 x 1 with extra spliced knees in a full range of sizes, to retail at 25c. and 50c. per pair. This house are showing a large assortment of cashmere and fancy colored ringwood gloves, wool toques, clouds, infantees, bootees, wool mitts in all prices. Flannelette embroideries in pink, sky, grey, scarlet and cream are shown in all widths and prices.

In ribbons they have black velvet with cotton back in all widths from 4 to 180, and with satin back from Nos. 1 to 40. Though these goods have been and will continue to be in great demand, the Wyld-Darling Co., Limited, have kept, and

are in a position to keep, their stock fully assorted throughout the season.

In their linen department this firm are showing for Fall the most complete range of bleached and unbleached table linens and damask napkins they have ever offered. They have also a full range of prices in black and natural canvas and huck and damask towels. In fancy lines they show an extensive range of table covers, sideboard scarves, tray cloths, pillow shams, etc. Their range of linen and lawn handkerchiefs for the Christmas trade is very large, and comprises the latest novelties in embroidered and lace edges. The greater part of these goods was contracted for previous to the recent advances in prices, an advantage which is being given to the retailer.

Some choice lines are included in this house's range of wrapperettes and salisburys, both single and reversible, to retail at from 10 to 20c. They have also a good range of heavy drills, in indigo and blacks. Their stock of grey and white cottons includes many lines now being delivered on old contracts, and are, consequently, being offered considerably below the present market basis. Some of their lines of grey and navy flannel were also contracted for early, and are now selling at prices advantageous to the retailer. In cretonnes, a good stock is shown in all qualities, and in moreen skirtings they show choice new colorings and designs at popular prices.

P. GARNEAU, FILS & CIE., QUEBEC.

P. Garneau, Fils & Cie., Quebec, have a special line of navy duck suiting in white spots and stripes. This is one of the best-selling lines for the Summer months.

A well-assorted stock of plain and figured black lustre dress goods will be found at their warehouse.

They are selling some nobby lines of fancy colored dress muslins at low prices.

In all lines of navy serges for men's and boys' wear, P. Garneau, Fils & Cie., Que., will be found up to the mark.

The firm are prepared to fill immediate orders for plain dress linen in four good ranges. They report a steady demand during the season, and are prepared to meet the usual July rush for the goods.

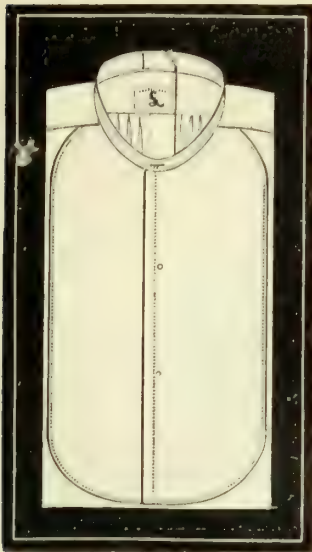
They have in stock a capital line of black crepon dress goods to retail at about \$1.

A consignment has just been opened of black and white silks in "block" and "broken" checks. These are selling well at the price.

MCINTYRE, SON & CO.

McIntyre, Son & Co. are showing through their travelers now on the road new Fall samples in all departments, and solicit the inspection of the same by the trade.

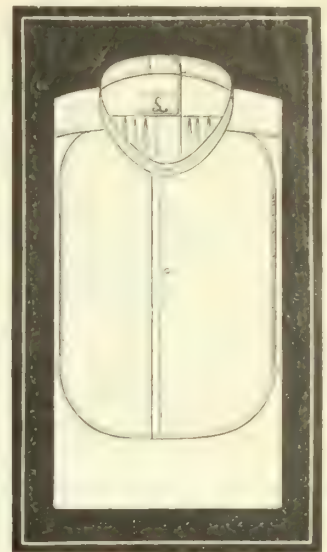
The kid glove department of McIntyre, Son & Co. is now thoroughly organized, and the stock carried is the newest and most up-to-date in the trade. Leading lines are kept for assorting in a full line of desirable shades. Prices are arranged for the retailer to get a profit, and yet give a satisfactory article. Letter orders receive prompt and careful attention, and satisfaction is guaranteed.



NO. 200.

STERLING BRAND DRESS SHIRTS

are Wamsutta Bodies and 2000 Linen Bosoms.



NO. 225.



SHIRTS

\$9.00 Per Dozen

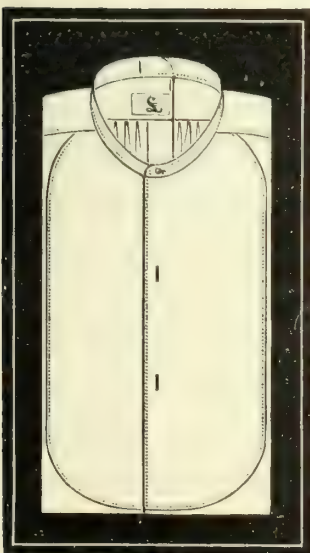
5-30, 6-10.



COLLARS

\$1.10 Per Dozen.

5-30, 6-10.



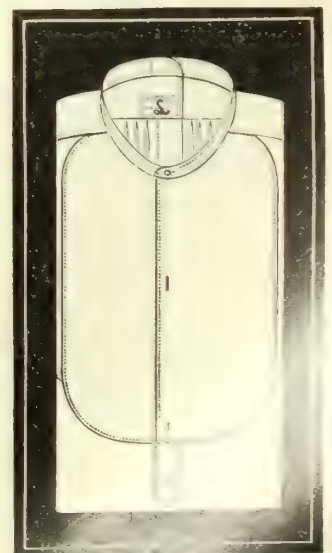
NO. 250.



STERLING COLLARS

ARE WARRANTED

Pure Irish Linen.



NO. 255.

The "Rooster"

Returns

Thanks



to his many patrons
for their very gen-
erous orders.

This half year is by far the
largest in our history.

We regret not being able to give our customers bet-
ter deliveries on "immediate" orders, but great diffi-
culties in obtaining help and a PERFECT CYCLONE OF
ORDERS is our excuse. We would ask you not to
blame the "Rooster" but in future place your orders
early and freely, as our goods always sell.

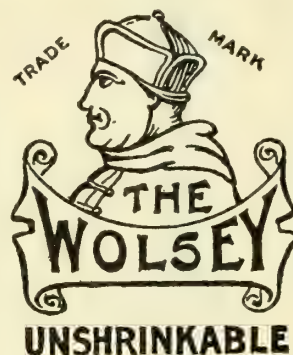
ROBERT C. WILKINS

Manufacturer of

Montreal

Shirts, Overalls and Clothing Specialties
and Ladies' Tailor-Made Skirts.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool under-
wear, of British manufacture.
Guaranteed positively unshrink-
able.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

An Important Change.

PRICES ON



DOWN CUSHIONS REDUCED.

"PERFECTION BRAND" ONLY.

You will ask the reason. It is simply
this: We have just purchased the
very latest and improved machinery for brushing, renovating and separating feathers, and we
are giving you the benefit of the change.

*If you want the best money can buy wait for our traveller, who will call shortly
with a full line of the following goods:*

DOWN QUILTS. DOWN CUSHIONS. TEA COSIES.
COTTON AND WOOL-FILLED COMFORTERS.

All styles and sizes, from the cheapest to the best, marked "Perfection Brand."

Canada Fibre Company, Limited, Montreal

RYLANDS & SONS

LIMITED.

MANCHESTER, Eng.

Cotton
Spinners

• • •

Merchants

• • •

Manufacturers



Bleachers

• • •

Dyers

• • •

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,
Longford Works, Swinton,

Gorton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000 Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign
Fancy Dress Goods, British and Foreign
Silks and Velvets
Velveteens
Irish and Scotch Linens
Table Damasks,
Towels and Tray Linens
Muslins, Curtains and Handkerchiefs
Flannelettes, Hosiery
Flannels and Blankets, Quilts
Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings
Oxfords, Harvards, Galateas
Dyed Linings
Floor Oilcloths
Laces
Prints and Cretonnes
Shirts, Underclothing
Ladies' Blouses
Boys' Blouses and Sailor Suits
Umbrellas, Gloves

THE SUCCESS OF THE "LAMSON."

IT was about 15 years ago that Mr. W. S. Lamson, of Lowell, Mass., invented the Ball Cash Carrier System, which is what is known as a Gravity System, with which the cash was carried in balls rolling upon inclined tracks to and from the cash desk. The success of the system was very great, and from this start by the invention of hundreds of other styles of cash carriers, Lamson Co. have grown to be the largest cash carrier company in the world.

They are doing business in every civilized country, and have a capital stock at the present time of \$15,000,000, manufacture everything from the cheapest wire line cash carrier to pneumatic tubes for the transmission of merchandise in cities. At the present time they are installing a plant for the delivery of packages from the congested portions of the city of Boston to the surrounding towns by pneumatic tubes.

Their business in Canada has, within the last three years, through a more intimate acquaintance of the Canadian merchants with the Lamson Co. and their methods, so largely increased that it has become necessary to establish a factory in Toronto, from which headquarters the Canadian merchants can be supplied with what the company feel to be the best cash carrier systems in the world.

WAR VICTORIES AND HAT SALES.

One result of the recent military demonstrations in London, England, was a decided impetus to the hat trade. The DRY GOODS REVIEW's London correspondent says: "When London 'mafficks,' and goes 'pretoring,' it does much the same as Toronto in the way of processions, flags, songs, etc., but there is not room in the streets for the bonfires. As much of it as there is room for goes up in front of the Mansion House, and up and down Cheapside, and there it shouts its throat out, and incidentally destroys its own hat, and everybody else's hat within arm's reach. Silk hats and bowlers were thrown in the air as if they cost nothing, and once off the head of the wearer, were gone forever. The official news about Pretoria came about noon on Friday, and I am sending you, herewith, two items of news which show that these war victories are very good indeed for the hat trade. The items herein refer to the Pretoria rejoicing, and when I mention that it was only a mere shadow to the Mafeking fun, you can imagine how the hatters coined money on that occasion. The items are that one Cheapside hatter kept open till 2 a.m. on the day of celebration and sold 1,110 hats by doing so, and that sufficient ruins of hats were picked up in the streets of the 'city' to fill a dust cart."

WINDOW AND STORE FIXTURES.

Clatworthy & Co., manufacturers of display fixtures, novelties, etc., Toronto, whose warehouse and stock was seriously damaged by fire and water on April 4, have completely recovered from the effects of that disaster. They have cleared out all their old goods, and have now a full stock of new goods of every description.

In addition to the regular lines, orders for which they are in a position to fill more quickly and satisfactorily than ever before, they have many new articles which are worthy of window and store trimmers' attention. Among these latter lines are glass showcase counters, which are being universally adopted by the best stores; two styles of lace racks, for showing various kinds of laces, which, because of their practical utility, are bound to win favor; new cabinets and racks for displaying hats and caps; a counter notion case, an ingenious

arrangement for showing novelties on the counter; new mirrors of every description for outfitters, clothiers, milliners and dry-goodsmen generally. Illustrations of several of these articles will be found in this firm's advertisement on another page.

By their system of keeping in touch with the latest improvements in display fixtures, as well as keeping up their stocks of regular lines this firm have found their business a steadily extending one, the present year being the most remarkable of any in this respect, which fact seems to prove that Canadian merchants are keeping up to date in the matter of store and window display.

NEW CANADIAN CLOAK FIRM.

Although the samples of the Victor Manufacturing Co., Quebec, manufacturers of ladies' cloaks and suits, have been on the market but a short time now, this up-to-date and go-ahead house report that their various lines, as shown by the increased orders received from their travelers and other sources, are meeting with the general approval of the trade throughout Canada, and retailers report a splendid demand. These people sell largely to some of the most responsible retailers in the larger cities, and on all sides hear nothing but praise, and that their goods are equal to the finest and newest designs ever turned out in Canada.

The Victor Manufacturing Co. have engaged one of the most skilful designers from New York, Mr. M. J. Waldman, and all the hands under him, we are told, are also New Yorkers. This insures stylish goods with newest ideas. There can be no doubt but that large orders will be placed for their lines this Fall and that the trade will be delighted with the striking and stylish patterns.

COLLINS COLORED HOOKS AND EYES.

ONCE in a while something appears in the notion line that causes one to exclaim, why was'nt it done before? This is the case with the idea of making hooks and eyes in the various colors to match dress fabrics. The suggestion came to a hook and eye salesman from a dressmaker, and from him to an inventive friend. It looks very easy—simple "colored hooks and eyes"—but when you think that they are enameled and must be baked in an oven to get the proper condition for the hard service to which hooks and eyes are subjected, that hooks and eyes are very small articles to handle, it made the problem more difficult than at first it seemed possible, and it was only after months of experiment that the present product was made a success.

There is every reason to believe that colored hooks and eyes have come to stay and will soon be accepted as a matter of course, in the same way as dress bindings and other trimmings. Every dressmaker does her best to conceal the hook and eye fastening, but somehow they will always show, and every woman who wants a neat costume has always wanted colored hooks and eyes to match her dress whether she ever heard of them or not. A merchant need not buy in any larger quantity than with the common kind, and the best selling shades can be reordered in any quantity.

The manufacturers are doing a great deal of careful advertising, and the reception of the colored hook and eye has been very flattering. They are retailed at the same price as the best quality of the common variety, and a small order can cover a good assortment that will match all shades and colors of dress fabrics. For further information address the manufacturers, Collins Colored Hook & Eye Co., Grand Rapids, Mich., U.S.A.

RETURNED
MAY 18 1962





Men's Furnishings.

LONG ago I decided that money and time spent in making the store attractive are well spent. To the average dealer I say: Be watchful of what other men are doing in this matter. The men's trade appeals directly to the male desire to be nicely dressed. How, then, can the dealer ignore the new methods of showing goods, the fixing up of

The counters in the store are of glass, more than half-a-dozen being used in the men's furnishings section, reaching from the door nearly to the back of the store. The manufacturer's name for this kind of showcase is the "Silent Salesman," a very suggestive title. With the exception of the corners and base, the whole case is of glass, while two glass shelves placed in them, about half the width of the case, and fastened along the rear of it, make plenty of room for goods. Goods placed in these cases are shown as satisfactorily as though they were suspended in the air, with the advantage that they are kept free from dust.

Each case has a certain line of goods which, at any time, can be found there. The case containing leather goods never has collars or ties in it, but always articles along the one line: purses, belts, shawl straps, etc., while behind it on the shelves are valises, hat boxes, and all leather goods found in such a store.

The shelves in Mr. Boisseau's are about six feet high, so that boxes can be piled on top of them and be reached handily by salesmen. Fastened to the top of the shelves, behind each showcase, are the "shelf display fixtures," appliances for exhibiting goods which fulfil their mission in a way that leaves nothing to be desired. These can be raised or lowered, or turned from one side to the other in whatever way is best to show what they hold. Shirts, belts, suspenders, etc., are all displayed on these racks, each in its own department.

On top of the showcases are placed the tie and collar stands, made, like the "shelf display fixture," of oxydized iron, and being, also like it, ornamental as well as useful. The cases themselves are extremely well trimmed, no matter what may be their contents.

Speaking of the dressing of windows and showcases, Mr. Saunders, the manager of the men's furnishings department, said: "We pay a great deal of attention to keeping our windows and showcases in a good, neat condition. We do not dress windows like most stores. You'll never see a lot of ties—red, black, blue, white and all colors in our windows at the same time. We make a point of putting one color in at a time, sometimes one style, though generally we show narrow, wide, and puff ties together, but all of the same color or pattern. We had a window full of wide, blue ties, and nothing else, a while ago, which was very attractive.

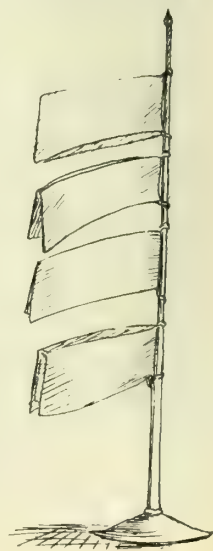
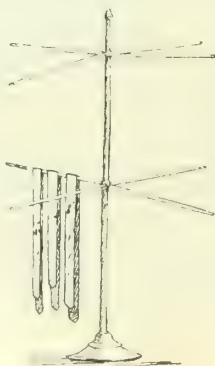
"When only one color is used the window will draw greater notice than if there were a dozen colors in it. It can be seen from a distance, too, and catches the eye of the man on the other side of the street just as easily as it does anyone passing down this side. It takes a lot of goods to furnish a window like that, but it is, in my opinion, far ahead of the

the store so as to attract the young men about town, and the addition of every new "wrinkle" that comes in his way?

There are in Canada some very fine stores. Study these. To the town dealer I would say visit the city for the purpose of inspecting them. The other day I was walking along Yonge street, Toronto, and it just struck me that a few notes, with illustrations, on a modern, finely equipped establishment for men's furnishings might help the out-of-town dealer. So I turned into E. Boisseau & Co.'s. Now, Mr. Boisseau believes in doing a thing well, so that when he decided to add a retail furnishing's branch to his business he did everything in the best style.

The establishment not only attracts attention from an architectural point of view, but very favorably impresses the observer by its well-trimmed windows and the bright, up-to-date appearance of both its exterior and interior.

There are few store windows that present a finer display of goods than that in which the contents of the men's furnishings department are arranged; for, although a wholesale tailoring store, the ground floor, besides retailing the work of the tailors upstairs, also contains all kinds of men's furnishings. No section of this store is more complete than this department, which occupies a corner of the store, and takes in, with its counters, nearly one whole side and half of front.





No. 210. (\$4.50 per doz.)

MANUFACTURED BY

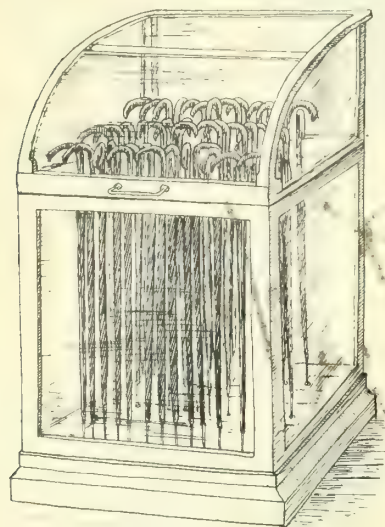
TOOKE BROTHERS, LIMITED

MONTREAL

Red July 16/00.
The W.B. Lark

MEN'S FURNISHINGS—Continued.

ordinary window of all shades and descriptions of goods. If we have not enough of the same style and color to make up a window we show the same color and different styles, or one pattern in different colors. But one class at a time is always our aim in dressing windows. Our motto in trimming



either windows or showcases is 'individual display,' and we consider it the proper one.

"We showed, some time ago, a line of white and black ties, with a card in front reading, 'you don't know when you may need one.' At another time we made a window out of our leather goods department—nothing in it but purses, valises, belts, etc., from the leather-goods counters.

"There are times when, for the sake of advertising, it is advisable to put more than one kind of goods in the window at a time. For instance, the other day we displayed a line of negligee shirts. Now, with them we put into the window the duck trousers and coat and cap that makes up the suit. You can in this way not only advertise the whole suit, but, by a proper arrangement of the goods, make the shirts especially conspicuous.

"When new goods come in they are first put into the window. None are shown anywhere else unless there happens to be some left over from the window, when they are exhibited in the showcases. These we pay great attention to, both as to the way in which they are trimmed and their own appearance. The goods in them are changed sometimes two or three times a week—whenever new goods come in. After a new line of goods has been displayed in the window they are put into the showcases. These glass cases are away ahead of the ordinary counter. Their name, the 'Silent Salesman,' is an appropriate one. I have no doubt but that they have sold articles many times by simply holding them up to view in the splendid way they do. Each case has its own line and is never changed. You see on the 'shelf-display fixtures' above them the same line of goods is exhibited.

"Now, take that glove case. People who come in after gloves might easily miss the showcase, but the gloves on the rack above it can be seen from all over the store, and a customer on seeing it would naturally suppose that the glove department was there. This is one of its advantages. It draws attention to the showcase in the same department as itself. The boxes on the shelves behind the glove counter contain nothing but gloves.

"Every department is the same. Around the showcase where the ties are you will find tie stands, and ties on the display fixture above it and on the shelves behind it.

"The tie and collar stands are very

useful in drawing attention to their respective showcases, as well as in displaying goods so attractively.

"In these cases we follow the same line as in the window, as regards exhibiting goods. We always try to keep things of a color together and avoid mixtures as much as possible. Over there you see a showcase of boys' shirts. Last week we displayed in it a line of jerseys; next week something else will probably be shown there; but we never put the boys' shirts and jerseys in together. One thing at a time, and that advertised well, is worth a hundred things shown together where each takes interest away from the other."

To anyone who has seen Mr. Boisseau's windows, it must appear that Mr. Saunders is not far from right in advocating the placing of one color of goods in a window at a time, and one has but to walk down the line of "Silent Salesmen" in the men's furnishings department of this store to admire the principle on which all goods are exhibited—one thing at a time, or, as the manager has it, "individual display."

New Store in St. John.

In their new furnishing store in St. John, N B., Messrs. Macaulay Bros. & Co. have gone to great pains in fitting up the interior so as to embody all the latest ideas. The ceiling and part of the walls are of ornamental steel of a handsome design, and a hardwood floor has been laid. A particularly new feature is the style of counter. Instead of the wooden counter which is generally seen, counters of plate glass framed in curly native birch have been put in. These serve the double purpose of display cases and sale counters. Goods can be shown to much greater advantage in them, and they give the store a very light and finished appearance.

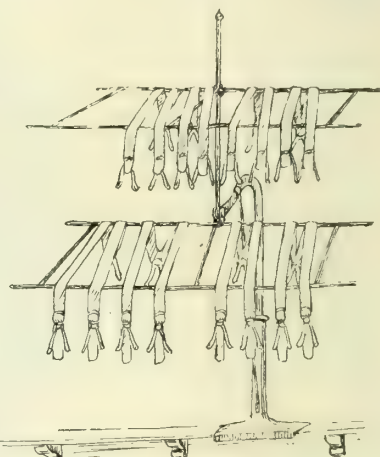
The wall cases for the display of such goods as bath robes, dressing gowns and traveling bags are made of curly birch, beautifully wrought and highly polished. They are fitted with sliding plate-glass doors and will be lighted from inside by electric light.

Access to the large front window is had by means of sliding panels of a new patent.

A large room at the rear of the store will be fitted up immediately for the special display of trunks, traveling bags and other heavy articles.

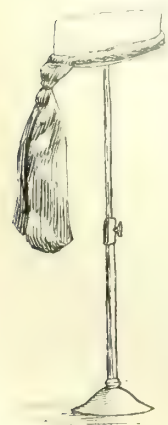
The new store will be devoted entirely to gentlemen's furnishings. The space formerly given up to this class of goods in the main store will now be utilized for extending a line of household linens and dress goods.

Entrance to Messrs. Macaulay Bros. & Co.'s new furnishing store is had from King street and also by a connecting door from the main establishment.



A Discourse on English Glove Fashions.

A London writer on men's fashions gives the following very valuable hints on gloves: "Of all the many small items of a man's attire there are none which require to be more constantly renewed than that of gloves; also, there are none which require more careful choice in order to be in keep-



Men's High-Class Clothing



SEE OUR GARMENTS AND YOU WILL BE A PURCHASER.
THEY ARE SUPERIOR TO CUSTOM-MADE GOODS.

THE
Lowndes Company
LIMITED

61 Bay Street,

Toronto

Perrin's



Gloves.

QUALITY GUARANTEED.

It is a well-known fact that Perrin's Gloves are the best gloves imported into Canada, that is why they are kept by the best dealers in each town.

We have always a well-assorted stock on hand.
Mail orders are attended to with punctuality.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL



Autumn 1900.

Our Shirts for Fall and Winter wear are made of up-to-date fabrics in correct patterns and styles.

Be sure and look at our goods, which are reliably made.

ALSO an extensive range of select designs for immediate delivery.

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

Gents' Furnishings

FALL SEASON

Brais Brand Goods for another
60 DAYS.

All Glover & Brais' Fall goods
now brought to the front.



THE
Brais
BRAND

Underwear, Hosiery,

Gloves, Ties, Shirts,

I. R. Coats and Umbrellas.

Nothing can be purchased
to-day to touch them.

Do not imagine that you are too late. There were thousands of dollars worth of staple Fall lines in the stock, and now we propose to give you the benefit. In addition to this the stock has been assorted in all staple lines, and goods will be offered at popular prices.

~~~~~  
**F. F. KELLY**

Successor to Glover & Brais.

 **MONTREAL**



**MEN'S FURNISHINGS—Continued.**

ing with the rest of one's clothes. One constantly sees the unities, so to speak, marred by a pair of gloves of some startling shade, the effect being that hands 'fair, large, and fine' are made to appear like shoulders of mutton, whilst those of the little man have their smallness exaggerated to effeminacy. There are some men who will persist in wearing gloves no matter how warm the weather, just as if a well-tended bare hand were not 50 times more pleasing to behold, on account of its cool appearance, than the same hand stifled in the stuffy embraces of a thick deer or dog skin glove.

"Generally speaking, three or four pairs of good gloves of different shades at a time will last their owner for a month (I am not speaking, of course, of those to be worn at weddings, garden parties, flower-shows, those fretful functions known as 'At-Homes,' and the like, in all of which one's gloves can never be worn more than three times at most) for afternoon in the Row, race meetings—except Ascot—walks about the 'little village,' and so forth. I say three or four pairs because these should harmonize with the clothes one is wearing at the time, the well-known proverb as to hats, boots, gloves, and linen being every whit as applicable to a man's appearance as to that of a woman, and often going far to atone for shabbiness in other respects. These four pairs, then, constitute a stand-by for all occasions other than the first-named, and should be of the best that money can buy, being made of specially-selected skins and cut with 10 times as much care as the cheap varieties. They fit perfectly, yet easily, with plenty of length in the fingers; the others do not.

"Hence, I counsel my readers to follow my example, and, by giving half-a-guinea a pair, to secure all these advantages and—nearly endless wear. With a grey or black frock coat, therefore, dark grey suede or deerskin gloves—the former for choice in hot weather—are in the best taste. If you affect a brownish or drab colored frock coat a most appropriate color for the gloves is the shade called 'smoke,' which I do not remember to have seen at all until this season. It is a kind of brownish grey—much the color of so many of the backgrounds in the Dutchman's pictures—and has the quality of blending with most of the cloths now worn, whilst actually out of keeping with none of them. Another thing, too: I do not fancy it would show the dirt, so inseparable from London, so quickly as a pure grey. Hence I recommend it to my readers. Both smoke and grey, however, and not tan, may be worn with the navy-blue double-breasted coat and trousers, with which also black, and not tan, boots should be worn. Concerning this coat, I may say that it should be cut fully long this year, and that while the sides should drop straight from below the insertion of the sleeves, the man who wishes to make the most of his appearance should instruct his tailor to 'tight 'em over the 'ip,' as did the hero of a well-known soldier-ballad. This particular cut adds length to the figure, so does the lapel when cut with a good straight sweep from the shoulder. There should be at least four buttons, in order that the coat shall fit closely round the hips.

"Harking back to the subject of gloves, I fancy I hear my reader ask: 'When should tan gloves be worn?' Whenever you wear a tweed suit, especially one of the 'heather colors' (unless that tweed suit be a grey one, when, of course, grey gloves are in the best taste). Then, too, are tan boots appropriate; black calf or patent with the grey suit. There is, however, one exception to all the foregoing anent tan gloves, and that is when driving or riding. Then, no matter what the shade of one's coat, tan gloves are not only permissible, but

the most workmanlike. For tandem or four-in-hand driving, 15 years' experience of the subject has taught me that there is no glove equal to that made of stout buckskin, which, of course, may now be procured in any shade, a good coffee or cigar-brown being the least likely to show dirt. The great tip with all driving or riding gloves is to have them thoroughly pliable. That is why I prefer them to the smooth dogskin, which stiffens when wet. They also afford a firmer grip. Get them fully large, with the backs cut longer than the palms, plenty of length in the fingers, and with a closely-fitting wrist. I always have such gloves made with a third button, so that the pull of the ribbons shall not drag the glove all over my hand. All these gloves are best cleaned with a washball of their own shade, very lightly applied. It is sometimes as well to have a double thickness stitched on the forefinger and between the second and third fingers of the left hand. But with a good, stout pair of buckskin gloves even this is not necessary.

"Last year, a very cool glove for Summer wear came into vogue, and bids fair to be just as popular this year. This is made of very closely woven silk, so closely woven, indeed, as to be indistinguishable from one made of suede unless closely examined. I know from personal experience that such gloves are delightfully cool in hot weather. This year all the best glove-makers seem to have abandoned metal buttons in favor of those made of mother-o'-pearl or horn, and these latter are much neater in appearance.

"For evening wear, a faint shade of lilac, almost white, is most generally worn; but, like all such, cannot be worn more than twice at most, and is scarcely a success when cleaned, no matter how good or costly the glove may be."

#### The Dress of two Noted Men.

In a character sketch in *The Globe*, W. A. P. Byrch, Toronto, gives a good description of the dress of Hon. G. W. Ross, Premier of Ontario, and of J. P. Whitney, leader of the Opposition in that Province. In his description of the traits of Hon. Mr. Ross, the writer comments on his dress thus: "This person knows how to dress well without devoting too much attention to personal adornment. In the House he is generally attired in a black frock coat with silk lapels, a black vest of the same material and neatly creased dark trousers to match. His pedal extremities are encased in brilliantly-polished black shoes, which are the envy of rural members. His collar is of the stand-up turn-point variety, and a modest dark four-in-hand tie is worn without adornment. This almost total lack of jewelry is a striking feature. A gold ring is worn upon the little finger of his left hand. His cuffs are of the old-fashioned cylindrical variety, fastened with unpretentious studs. Attached to his watch and extending to the second button of his waistcoat, with the bar outward, is a long, plain gold chain with charm. But none of these are conspicuous."

Of Mr. Whitney, he says: "Though with the means to the end, he is not lavish in his dress, the clothes in which he generally appears on the floor of the House being a steel-grey suit with short sacque coat, cut more for ease than style. His shoes are black, and, like the gentleman opposite, he does not allow their shining glory to suffer an eclipse. His collar on this day was of the same stand-up turn-point variety as that of Mr. Ross. It is not high, though a rear view would make it appear that it was very much so, but, probably, that is due to the architecture of the hon. member's neck and shoulders. His tie, an Ascot puff of bluish color, suits the gentleman's complexion admirably, and at the same time hides—at least it is in marked contrast to—the Tory red four-in-hand sometimes

# THE CANADIAN DRESS CHART.

JULY, 1900.

| Occasion.           | DAY WEDDING,<br>GOVERNMENT<br>HOUSE CALLS,<br>RECEPTIONS.                                 | AFTERNOON<br>JEAN, CALLS,<br>SHOWS, ETC.                      | WHEELING,<br>GOLF,<br>OUTING.                          | EVENING WED-<br>DINGS, BALLS,<br>RECEPTIONS, FOR-<br>MAL DINNERS<br>AND THEATRE. | INFORMAL DIN-<br>NER, CLUB, STAG,<br>THEATRE PARTY. | TOILET<br>AND EVENING<br>DRESS.           |
|---------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------|
| Coat.               | Frock, black.                                                                             | Frock or cutaway.                                             | Sacque or Norfolk<br>jacket.                           | Evening coat.                                                                    | Monte Carlo.                                        | Dark worsteds.                            |
| Waistcoat.          | Black in Winter,<br>white or brown<br>holland in Sum-<br>mer.                             | Black in Winter,<br>white or brown<br>holland in Sum-<br>mer. | Fancy Shades.                                          | White or black.                                                                  | Black.                                              | Same material as<br>coat.                 |
| Trousers.           | Striped, dark<br>tones.                                                                   | Striped, dark<br>tones.                                       | Knickerbockers.                                        | Same material as<br>coat.                                                        | Same material as<br>coat.                           | Same material as<br>coat.                 |
| Hat.                | Silk.                                                                                     | Silk.                                                         | Soft felt or cap.                                      | Opera.                                                                           | Soft felt.                                          | Christy.                                  |
| Shirt and<br>Cuffs. | White or colored,<br>with white cuffs.                                                    | White or colored,<br>with white cuffs.                        | Flannel, with<br>white collar and<br>attachable cuffs. | White, plain, or<br>with pique front.                                            | White.                                              | Colored or white.                         |
| Collar.             | High straight or<br>high turned-<br>down.                                                 | High straight or<br>high turned-<br>down.                     | High or turned-<br>down or hunting<br>stock.           | High standing or<br>high turned<br>down.                                         | High standing or<br>high turned-<br>down.           | High standing or<br>high turned-<br>down. |
| Cravat.             | White silk or dark<br>blue or black<br>foulard. Laven-<br>der may be worn<br>at weddings. | Fancy shades.                                                 | Ascot or hunting<br>stock.                             | White, not made<br>up.                                                           | Black.                                              | Fancy, of fashion-<br>able shades.        |
| Gloves.             | At weddings,<br>white or grey<br>suede, tan.                                              | Tan.                                                          | Tan.                                                   | White or pale<br>lavender.                                                       |                                                     | Tan.                                      |

This Chart is corrected to date by a Canadian authority on men's fashions.



# Canadian Cloths

---

The variety of our productions includes:

|                                                                   |                         |
|-------------------------------------------------------------------|-------------------------|
| <b>Suitings,</b>                                                  | Fine Worsted and Tweed. |
| <b>Trouserings,</b>                                               | Fine Worsted and Tweed. |
| <b>Serges,</b>                                                    | Fine and coarse.        |
| <b>Beavers,</b>                                                   | Fine.                   |
| <b>Meltons,</b>                                                   | Fine.                   |
| <b>Whipcords and Herringbones,</b><br>in different priced cloths. |                         |

We have a well-equipped department for indigo dyeing, and all our piece-dyed goods in Beavers, Serges, Meltons, etc., are *guaranteed indigo*—stamped every two yards.

Our new patterns for Fall are now being distributed to all the principal houses in the Canadian wholesale trade.

Ask your supply houses to see the designs and patterns of this Company. We feel sure you will be interested.

We wish to remind you again of the fact that our goods are made of *wool*. *We use no cotton whatever.*

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## Rosamond Woolen Co.

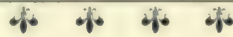
Almonte, Canada.

# GREENWOOD & MOULDS

LEICESTER

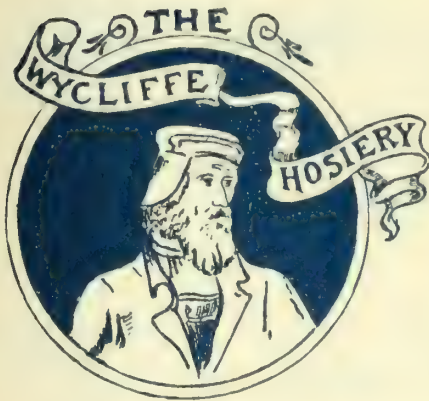
Manufacturers of

## Hosiery



SPECIALTY

## “Wycliffe” Hosiery



THE “WYCLIFFE” All-Wool  
Unshrinkable Underclothing  
for Ladies' <sup>a</sup><sub>n</sub>d Gentlemen's wear.



Full-fashioned Cashmere Ribbed and Plain Hose  
from Lowest to Best.

LONDON WAREHOUSE

## Frank Merryweather

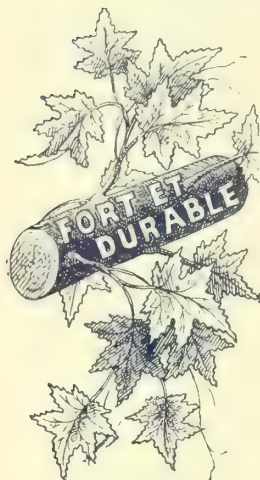
Sample pairs submitted for comparison  
on receipt of satisfactory references.

59 GRESHAM ST., E.C.



# The Maple Clothing Co.

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty

Tailor-Made Skirts and  
Jackets

Men's Negligee Shirts

Top Shirts

Whitewear of every description

Overalls and Jumpers  
a specialty.

**E. Pelletier, Manager,** Fraser Building,  
MONTREAL.



Design A.

## DORCAS THIMBLES

(Horner's Patent)



Design D.

## STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

### The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

**H. PEARCE**

14  
Place D'Armes  
Square,

**MONTREAL.**



Design K.

# The Guelph Carpet Mills Co.

Limited

## FINE BRUSSELS, WILTONS, and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

**Goods which are Most in Demand Sell Quickest.**

**THE TRADE** may safely increase the volume of their business on our lines and be assured of prompt deliveries.

## The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

# "Tiger Brand"



# Clothing

"Tiger Brand" is the best clothing being produced in Canada to-day.

"Tiger Brand" has the most style---and the label's the quality guarantee.

"Tiger Brand" is a trade-winner for the dealer, because it gives such absolute satisfaction to the wearer.

"Tiger Brand" assortments for present demands are complete---and wire, letter, 'phone or personal orders have our quickest attention.

## E. BOISSEAU & CO., TORONTO

TEMPERANCE AND YONGE.



**MEN'S FURNISHINGS—Continued.**

worn. His link cuffs are immaculately white and not prominent. Like the Premier opposite, he is not given to display in the way of jewelry. A medium length gold watch chain with charm is about all the jewelry visible, for the fingers of his strong, full-veined hands are guiltless of rings."

**Canadian Neckwear in Australia.**

The new trade opened up last year in the export of Canadian neckwear to Australia is going on. Its results do not appear in the official returns yet, so imperfectly do they represent the actual results. Quite recently, Messrs. E. & S. Currie, Toronto, shipped a large number of cases of neckwear to Australia. Mr. Evans, who has been placing their goods in Australia for them, left Australia for Hong Kong on May 31, so that he has completed his second trip around the Australian colonies. He landed at Brisbane, Queensland, last December, and then visited Sydney, Melbourne, Adelaide, then to the principal cities of New Zealand, returning to Sydney by way of Tasmania.

The business he has done has been very satisfactory, and, already, the firm have received more orders than during the entire first trip which Mr. Evans made. They anticipated a handsome increase, which would have been much larger but for the plague which has flattened business out considerably in Sydney. Mr. Evans himself was quarantined once for 10 days. But, evidently, Canadian neckwear has met with a splendid reception, and those who placed trial orders have now renewed them. The trade there have apparently thorough confidence in the patterns and finish of Canadian neckwear. The other day the Toronto manufactory and warehouse of the firm were visited by Mr. Hawkin, of D. & W. Murray, Launceston, Tasmania, a large house with branches throughout that colony. He was well pleased with the conditions under which he found Canadian neckwear being made.

Mr. Evans will push business in Hong Kong, returning to Canada from there. If, as a member of the firm remarked, he can provide rope neckties for all the Boxers in China it would be a good thing.

**New Suspender Idea from London.**

A London correspondent says: "Coming through Old Bond street, some months ago, with both my eyes wide open to receive suggestions from the shop windows which are always so beautifully dressed in that part of London, I noticed a very attractive display of suspenders occupying the whole of a well-known hosier's window. I stopped immediately to inspect, and have congratulated myself for doing so many a day since, for the braces proved to be of an entirely new sort, and their good points impressed me so that I easily became a purchaser. The most noticeable feature of this 'Annular spring brace' is the absence of buckles, which alone is an immense improvement on old ideas. The shoulder webs end in small leather straps, which pass through tough hand-made rubber rings and fasten back on a small brass stud. The button-hole parts are secured to the rubber rings in the same way, the three rings thus utilized supplying the necessary elasticity. Adjustment to required length is simple and perfect, insuring equal length and equal wear.

"For nearly six months now, I have been wearing a pair, and find them most comfortable in every way. The rubber rings seem to stand any strain, and will last indefinitely. If I should break one, or should one become lax, I have only to

fall back on a second set, which accompanies every pair of these excellent braces.

"I might add that this 'Annular' brace is made in both silk and cotton webs with white or natural leather straps to match, and I have it from a reliable source that the West End hosiers are supplying them to some of their most particular customers. •

J. M. McK."

**The Latest London Ties.**

An examination of the ties now being displayed in Young & Rochester's London house shows that the dark patterns are still in favor. Both flowing ends and narrow shapes (for bows) run largely in blacks, with grey silk diagonal stripe, or "all-over" brocade.

A new and specially attractive line is selling remarkably well at the moment, being specially suited for Summer trade. It is a mixture of silk and linen, and has a stripe or border woven at the ends. There is a great variety of shades, including the popular blues for boating wear, etc. These ties have the appearance of silk and tie beautifully. By no means the least important feature is that the material washes well, and the lining is stitched, so that it cannot get out of position during the process.

Patriotic ties are still shown in great profusion, and one which was specially designed to meet the Canadian demand was of maple leaf design. The effect of this pattern in the various brown and green silks is exceedingly pretty.

**Individual Display.**

The principle on which windows were dressed a few months ago is apparently becoming unpopular. Most of the leading city furnishers have adopted an entirely different and directly opposite one. The most attractive window to-day is made with one color, or sometimes with materials of different colors, but of one pattern.

This is not a new idea with one or two stores, but with the majority it is a decided change. One window is used to display blue-striped shirts and nothing else. They are placed on view in two rows, facing each other and meeting in an angle at the back of the window. Another store exhibits a line of white Summer suits with a belt and straw hat with each suit, while a third makes a display of blue sweaters with white stripes. These windows are wholly taken up with their respective lines of goods, nothing else that would be likely to destroy the effect they produce being shown.

A window trimmed in this way not only is in itself attractive, but gives the impression that a large stock of goods may be found in the store. If it is not possible to make up a whole window with strictly one pattern and color, the effect produced is practically the same if the styles of the goods shown are alike, and the patterns and colors somewhat similar. When one passes from inspecting a window display of this description to one in which all sorts and shades of goods are shown the difference is very noticeable, and the advantage is not by any means with the latter.

**A Good Outlook for July.**

There should be a good men's furnishings business done this month. The prevalence to within the last week or so of comparatively cool weather has kept back the usual large business in midsummer materials. If July proves to be as warm as usual there is bound to be an active demand for these goods. The lightest weights of underwear, socks, etc., the coolest of shirts, hats, etc., will be asked for more freely, while the sale of linen suits, duck trousers, men's and boys' blazers, etc.,

ROMA, 2<sup>1</sup>/<sub>2</sub>. WESTWARD HO, 2<sup>1</sup>/<sub>2</sub>.FREE WHEEL, 2<sup>1</sup>/<sub>2</sub>. D.S.O., 2<sup>1</sup>/<sub>2</sub>.NATAL, 2<sup>1</sup>/<sub>2</sub>, 2<sup>1</sup>/<sub>2</sub>, 3.

# YOUNG & ROCHESTER'S

## LINEN COLLARS

Guaranteed Four Fold Best English Manufacture.

Present Fashion dictates the styles illustrated herewith. They are the leaders this season. Samples of these and all our novelties in

**TIES, SHIRTS, WAISTCOATS, DRESSING GOWNS,  
RUGS, SMOKING JACKETS, ETC.**

Now in the hands of our Canadian Representatives.

**WREYFORD & CO.,**  
TORONTO.

**YOUNG & ROCHESTER,**  
LONDON AND LONDONDERRY.

ARBITRATOR, 2, 2<sup>1</sup>/<sub>2</sub>, 2<sup>1</sup>/<sub>2</sub>.ISIS, 2<sup>1</sup>/<sub>2</sub>.ULTIMION, 2, 2<sup>1</sup>/<sub>2</sub>, 2<sup>1</sup>/<sub>2</sub>.  
CENSOR, 2, 2<sup>1</sup>/<sub>2</sub>, 2<sup>1</sup>/<sub>2</sub>.



**MEN'S FURNISHINGS—Continued.**

will become a good feature. There is no question but that trade in these lines can be greatly increased by active pushing on the part of the furnisher. The majority of people are on the lookout, especially on the hottest days, for garments that will increase their comfort, yet do not know what will serve that purpose most thoroughly. If, by advertising in the local press or by window display, these buyers are informed that you have ready the most suitable garments for hot-weather wear they are sure to be interested, and are likely to, at least, examine the goods offered. Picnicers' and campers' wearables are also worthy of attention during July. Emphasize the fact that only by the wearing of suitable clothing is it possible to most thoroughly enjoy a day, a week or a month by lake or stream, and you will win for yourself an increased inquiry for suitable garments. If there is to be a 12th of July celebration in your town, make some money out of the sale of orange ribbon, either for hat bands, coat-lapel streamers, or badges. Of course, there is a tendency to take things easy in July, and a furnisher is not to be criticized if he takes his holiday with the rest of the world. But the business is to be done, and the outlook appears good for the furnisher who goes in to do it.

**Winning a Customer's Confidence.**

The merchant or clerk who has the genius of winning confidence has a quality which is exceedingly valuable. It is important that buyers should be attracted to the store through advertising of one kind or another, but it is more important that their confidence should be won and retained. To win confidence, certain elements of character, as well as certain methods of doing business, are essential. The clerk or merchant must know his business and the value of goods so thoroughly that he can honestly and intelligently express an opinion as to the respective merits of various goods in any line he may be showing. The salesman must be, moreover, fearless in his statements—having fear neither of contradiction by the buyer, nor of criticism by his employer. If he does fear, he cannot have sufficient confidence in himself to win confidence from others. But a salesman may be honest, intelligent and fearless and yet fail in winning the confidence of buyers, because of wrong business methods. The merchant who misrepresents in his advertising, or who tries to sell inferior goods or imitations for first-class articles, places his clerks at a disadvantage which few clerks can overcome. Again, the merchant who makes sudden or erratic changes in his prices makes it hard for his clerks. His clerk may sell a valuable customer a straw hat on Monday at \$1.75, and tell him that the price is rockbottom. But, on Wednesday, the customer passes and sees the hat in the window, conspicuously marked \$1.50, or even as low as \$1.25. This may occasion the loss of a customer. At least, it will certainly mean the loss of his confidence in the clerk who sold him the hat. If this is done frequently there is bound to be a great deal of loss due directly to this cause.

In addition to good business methods and the qualities of honesty, intelligence and fearlessness, the merchant and salesman who wins confidence must possess a good knowledge of men. There is, in both town and city, such a wide range of temperaments and opinion that the means which win the confidence of one will fail in winning that of many others. While it is always well to treat a buyer in a friendly way, there are some whose natural reserve makes it advisable to treat them with formal rather than friendly courtesy until they show a

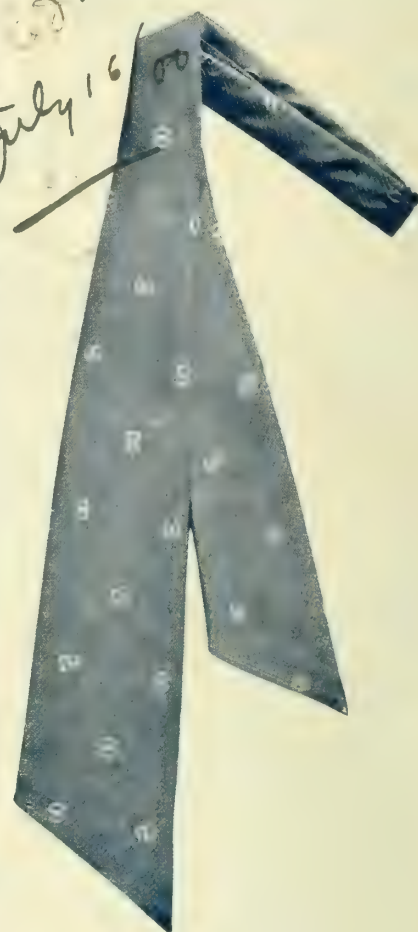
tendency toward greater freedom. The salesman should know how, and be willing to meet every advance of any buyer, rich or poor, in a confident, honorable manner. If he does, he will not only win but hold many customers.

**The Use of Price Cards.**

While grocers, hardware dealers, and even dry goods dealers find it advisable to make liberal and continual use of price cards, the general consensus of opinion among the large down-town city furnishers is that price cards are to be used with moderation and discretion. These merchants have found that the trade which is most satisfactory is the trade of regular customers, rather than transient trade, and so they direct their efforts to hold by reason of quality and attractiveness rather than by price or quantity. Yet there are times when, by reason of fortunate buying, a furnisher is able to offer a line somewhat below the market. Even the most conservative take advantage of this by not only selling at the low price, but to draw attention to the fact in his window by the use of price cards.

This policy of impressing quality all the time, and price when the conditions are favorable, is undoubtedly the best for a city where there is a large high-class trade. But, in the country town, the furnisher has to look for trade from all sorts and conditions of men. Here quality and price are of equal importance, so attention to both must be paid in advertising and window displays. Therefore, price tickets should be used freely, yet with regard to the effect they will create on buyers who look for high-class goods. To advertise price alone would be almost as bad policy in a small town as to talk only of quality.

One of the neatest window dressers to be found in the market this Summer is offered by Tooke Brothers, Limited, in the way of a diagonal pointed graduate. The accompanying cut shows this scarf in their new Razimire silks.

**Notes Here and There.**

Wyld-Darling Co., Limited, Toronto, state that the prospects for Fall business are exceedingly bright. In men's underwear they are showing a big range in fleece-lined and plain and striped wool goods. In plain natural wool special attention is being paid to their "Wolsey" brand, which is guaranteed unshrinkable and will not felt when washed. As such a garment has been much sought for by the trade, it is having a big

# SPRING HOSIERY



## 1901



**W**E are now showing these popular goods and booking orders for future delivery. We would advise the trade to place their orders now to ensure early delivery and avoid the disappointments which are sure to follow orders placed later in the season.



## MATTHEWS, TOWERS & CO.

(See Pages 136 and 137).

14 St. Helen Street, MONTREAL.



# MATTHEWS, TOWERS & CO.,

14 St. Helen  
Street,

# MONTREAL.

## OUR NEW HOME

where we are showing

## The Latest Novelties



For ....

# SORTING AND FALL TRADE

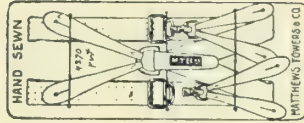
IN —

# MEN'S FURNISHINGS

including our well-known  
Special Lines in—

## Hand-Sewn Braces

## Club-Color Sweaters



We are also offering special values  
in . . . . .

## Underwear

For Fall and Winter

including the celebrated  
“Wolsey,” guaranteed  
**positively** unshrink-  
able. This will be the  
leading line with all first-  
class Men’s Furnishing  
houses in the Dominion.



We must ask our  
many friends to  
give us their gen-  
erous consideration  
in our delivery of  
this line, the popu-  
larity of which has  
even surpassed our  
high estimate.

## HOSIERY.

Full Stock, at all times, of

*White and Colored Shirts*  
*English and German Collars*  
*Umbrellas*  
*Rubber Coats*  
*Up-to-date Neckwear*

and all requisites for a high-class trade.

# MATTHEWS, TOWERS & CO., 14 St. Helen St., MONTREAL

See page 135.

EXCLUSIVELY MEN’S FURNISHERS.



# Mantles

 **COSTUMES,  
SKIRTS, ETC.**

**Canadian Buyers** will always find the very latest Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,  
MACKINTOSHES, CAPES, Etc., Etc.

in our showrooms. Special attention is being given to the requirements of the Canadian Trade, and we will be glad to show our samples and learn your needs

**Corby, Palmer & Stewart**

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

## WREYFORD & CO.

Wholesale Men's Furnishers

ROMAIN BUILDING, **TORONTO**

Dominion Agents for

# Young & Rochester

LONDON and LONDONDERRY.

*Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.*

Latest Neckwear Novelties Stocked in Toronto.

TRESS & CO., London, Eng.

—High-Class—

## HATS and CAPS.

Our Pearl Soft Felts and Rustic Straws are a success this season.

Equally good styles for the Fall.



**DR. JAEGER'S SANITARY  
WOOLEN UNDERWEAR.**

For Gentlemen, Ladies and Children.

**UNITED GARMENTS.**

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.

Genuine ..  
**Celluloid**

**Collars, Cuffs and  
Shirt Bosoms**

All Fine, Fresh Stock.

GENUINE GOODS are  
stamped with our TRADE  
Trade Mark.



**The Miller Bros. Co., Limited**  
30 DOWD STREET, MONTREAL

Toronto Agent :

**G. B. FRASER, 3 Wellington St. East.**

# The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

## "Tiger Brand"

of Underwear, in plain and fleeced effects.



**EIDERDOWN SPECIALTIES**

and **SHOE LININGS.**

# Finley, Smith & Co.

Importers of . . .

**WOOLLENS** and  
**TAILORS'**  
**TRIMMINGS**

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY  
J. R. SMITH

**MONTREAL**

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

# JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

**MONTREAL.**

◆◆◆◆◆

**WOOLLENS**

— and —

**TAILORS' TRIMMINGS.**

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

Established  
1867.



Incorporated  
1899.

**HARRIS & COMPANY, LIMITED,**  
ROCKWOOD, ONT.

MANUFACTURERS OF

**PURE WOOL GOODS**

SOLE AGENTS

**E. J. DIGNUM & CO.**

27 Melinda Street,

**TORONTO.**



**MEN'S FURNISHINGS—Continued.**

sale. In men's half-hose this house are showing great values in black cashmere and worsteds, plain and ribbed, to sell at popular prices. They have also a good range of heather mixtures in all prices, which are meeting with great favor in the trade.

George Mackenzie, of C. S. Ellis' store, Sarnia, has gone to Petrolia, where he has entered the men's furnishing store of H. C. McDonald.

They have a full stock of men's collars in all the correct shapes. They report the straight stand-up will be the favorite for Fall wear.

Mr. Wm. Rigby, of Armitage & Rigby, Manchester, England, manufacturers of shirtings, towelings, flannelettes, etc., visited the Canadian markets last month.

Some firms are kicking because some cotton companies have increased the charge for cases in which goods are shipped. In one instance the charge was increased from 50 to 75c.

They also have a very large range of lined and unlined kid gloves. For early Fall wear their "Roberts" and "Lipton" kid gloves for walking and driving, shown in all the leading shades, are bound to have a good sale.

Fraser & Ross, of Brandon, Man., are building an addition to their west store, which runs 30 feet farther back than the present men's furnishing department. When the addition is completed this firm will have plenty of room to put in a much larger stock of clothing and men's furnishings.

A new trust, or combination has been formed in England called the United Bleachers' Association, with a share capital of \$30,000,000 and power to issue \$15,000,000 debentures. Mr. H. S. Cross, M.P. for Bolton, is chairman of the association, and Messrs. John Brennan, of Seedley, and John Stanning, of Leyland, are managers. The new combination is said to be a representative federation of the Lancashire industry.

W. J. Chapman, manufacturer, of Wingham, Ontario, has become well known for the making of special lines of gloves and mitts, especially suitable for the Manitoba trade. Mr. Chapman introduced into Canada the chrome tannage which has superseded the old tannage. Amongst his lines of gloves are buckskin, horse hide, moose, and full lines of sheep. Mr. Chapman is also devoting special attention to the "Klondike" brace, made of white horse hide. The advantages of this brace are that, while the ordinary leather will stain the clothes by reason of the perspiration from the body, the "Klondike" brace is made of a material which has no color from which the stain can be drawn. The brace is guaranteed for three years and will probably last ten. It is a continuous round, which is another advantage. The trade are invited to examine the qualities of this brace as a trade-winner.

The "Kerchief" tie is having a great sale owing to the warm weather of the past few weeks, and will, no doubt, be the best selling negligee tie for this Summer for both men and women.

A new bat's-wing bow, recently introduced in New York, is being asked for here and is selling very freely wherever shown. It has square ends with very puffy short loops and drawn in tightly at the centre. Its close resemblance to a well tied-by-hand bat's-wing is the secret of its popularity.

**AMERICAN SILK WAISTS.**

HEREWITH is an illustration of a waist shown by The American Manufacturing Co., and is one of the latest designs, made up of heavy black tafetta, suitable for Fall trade. A particularly striking feature is the up-and-down effect with one row of cord and fancy stitching in white. It is a very pretty garment, in both appearance and pattern, and is right up to date. This is only one of many other designs of this season's style.

The American Manufacturing Co.'s warehouse is situated on St. James street, Montreal. They are manufacturers of a high grade of silk waists. They claim to be the only ones in Canada who make American waists. This, they say, gives



the Canadian dealers the opportunity of purchasing a New York waist on their own side of the line, both as regards work and finish. These people are makers of silk waists that sell as high as from \$18 to \$25. The wholesale trade, they say, are very well pleased with their goods, and, so far, have sold more of their line than of any other make. Their designer takes a trip to New York every three or four months in the interest of their house, and they are therefore able to keep in touch with the latest New York styles.

Said a Canadian buyer on a large scale to THE DRY GOODS REVIEW the other day: "One reason I have for thinking there will be no decline in prices this Fall is that reports of drops in prices apply to top prices which have never been paid in this market at all. Any advances that have taken place here are not going to be affected by a decline in what are practically speculative prices abroad. Our people have not been paying those top prices. Take hosiery, for instance. I am selling a line to-day at \$2.25, which, if it had been bought at present prices, I would have to ask \$3 for. The agents for German hosiery have, in a few instances, lately received their samples for Spring 1901, and their prices are so high that they hesitate to show them to the trade. All these indications show a pretty firm market in these lines, while, as regards cotton, it is well known that some wholesale houses in Canada can show at least some lines cheaper than the present mill prices."

# The Gault Brothers Co., Limited

**WINNIPEG****MONTREAL****VANCOUVER**

FOURTEEN GREAT DEPARTMENTS.

ALL COMPLETE AND READY FOR ACTION.

STYLES AND PRICES RIGHT.

## DEPARTMENTS :

Cotton,  
Dress Goods,  
Linens,  
Silks,

Woollens,  
Tailoring Goods,  
Costume Cloth and Mantlings,  
Factory Shirts and Neckwear,  
Tailors' Trimmings and Linings.

Gents' Furnishings,  
Carpets,  
Smallwares,  
Canadian Woollens,

**Sole Agents in Canada for Fownes' Gloves.**



# THE FALL TRADE.

THE W. R. BROCK CO., LIMITED, TORONTO.

THE dress goods season for the Autumn and Winter has opened favorably, and The W. R. Brock Co., Limited, Toronto, report good orders to date. Their main business so far has been on their celebrated "Victorian" serges, cashmeres, velours, sedans, box cloths, poplins, vigoureux, estamines, zibelines, camel's hair, etc. This brand is their registered trade mark for Canada, and all goods bearing the mark may be depended on for make, dye, finish and durability. Another, and very important, feature for Fall is their extensive show of "Imperial Suitings" for skirts and complete costumes. In these they claim the largest range in the trade and the bulk of the cloths and designs being entirely confined to them for Canada, and, comprising the most up to-date novelties, makes their assortment a peculiarly attractive and exclusive one. They specially warn buyers to book early, as already such large orders have been placed that many patterns are sold up which cannot be repeated, and have in consequence to be withdrawn from the travelers. In fancies they set special store by their magnificent show of high-class checks in camel's hair and zibeline effects, also fancy backed goods, all of which are receiving favorable attention from the trade. Fancy blacks are as far from neglect as in the past few seasons, and this firm, by their increased assortment and variety, are doing more business from old clients and extra business from those who have not bought from them previously. Dress goods properly bought mean profitable business, and The W. R. Brock Co., Limited, only ask for a comparison, and claim that it will be time well expended.

The firm have just opened and passed into stock their first consignment of silks for Fall, consisting of 12 cases of plains and fancies. These comprise a great variety of novelties and staple lines, which are already in demand, and have been largely sold ahead from travelers' samples. THE REVIEW had an opportunity of examining many of these in the piece, and, from orders placed by many of the keenest and most extensive buyers in the country, would certainly recommend an examination of the following: Blacks—Peau de soies (including their celebrated "Jubilee" make), which can now be bought again for a short time at the old prices. Satins—In all qualities and extra values; surahs, including P330 at old price; mervilleux, in all qualities; special gros grains, bengalines, faille française, royals, broches, satin duchesse. Colors—Full ranges of shades and exceptionally cheap surahs, satins, moire antiques (a great bargain), tamoulines (to retail at 50c.), bengalines (also a drive), taffetas (to retail at 50c.), liberty satins (all silk). Fancies in numbers and variety impossible to describe, but which we can honestly recommend an examination of.

In arctic or fleeced underwear, The Brock Co. have never had such success with this line as this season. Their selection of styles and prices has caught the trade, and they are fortunate in having placed large orders, as, from all accounts, there will be a great scarcity when the season is once on. Their brands are just as popular as the values. A few of these are: "Bobs," "Kitchener," "Kimberley," "Buller," "French," "Milner," "Dundonald," "White," "Berlin,"

"London," and "Paris." Special value in many lines to retail at 50c, 75c., and \$1. Also boys' in every size, from 20 to 34 inches.

In spite of the high prices in all classes of wool, the men's furnishing department can quote the same goods as last season's in almost every case at the same prices. Their 3-lb. grey mixed black cashmere and natural merinos can't be surpassed for value. In cashmere hosiery, they are in a position to supply the largest importers in the Dominion with every line of ribbed and plain black cashmere hosiery at prices far below the values of to-day. The large contracts placed in 1898 not yet being exhausted is the reason that they are in this happy position. Sample dozens can be had on application.

Since The Brock Co. purchased victoria lawns and swiss spot muslins, prices have advanced three or four times. They are thus able to quote prices far below those of to-day, and many large importers are availing themselves of this opportunity. In fact, they are supplying some manufacturers with victoria lawns, as Brock's prices are lower than those at which any manufacturer can import now from Manchester or Glasgow.

The men's furnishing and fancy goods departments have just passed into stock some of the latest fads from Gotham, including the new golf or finger purse with silver initial, wish-bone brooches, men's neckwear, flowing ends (including the "Broadway," "Central Park" and "5th Avenue"), patriotic belt buckles with maple leaf, Union Jack, Royal Ensign, lion and unicorn, yachting, etc., designs, retailing at 25c.

All-over nets and laces are much in demand, and a large, well selected stock is shown at good value, together with new veilings, valenciennes laces, etc.; also embroideries, insertions and edgings in regular and carton job lots. Amongst the latter are five or six ranges of 4½ ends, put up neatly, and are just the thing for the bargain-day counter or the "sell-on-sight" basket.

Knitted Wool Goods.—As intimated before, many houses have dropped out of this class of goods. This only stimulated The Brock Co. to offer a more attractive bill of fare, and each season finds their assortment larger, more attractive and better value, containing goods from Leicester, Berlin and our own fair Canada. Any merchant wanting knitted wool shawls, hoods, caps, tuques, polka jackets, mitts, infantees, clouds, scarves, bootees, boots, gaiters, Shetland falls, etc., cannot find a better selection than in this house.

The demand for men's and boys' sweaters continues, and this firm's stock keeps pace with them and shows all kinds, sizes and prices in men's and boys' plain goods, and also a good sprinkling of fancies from Canadian mills, and also from one of the largest factories in Leipsic, Germany.

Gloves form an important branch of Brock's business, and this season finds the stock more complete than ever in ladies' and children's ringwood, cashmere and fancy gloves, also men's knitted wool, lined kid, mocha, etc. Amongst the latter is a special line of men's lined kid in black and colors to retail at 50c.—quite a snap.

At this season The Brock Co. import handkerchiefs galore in anticipation of a large demand for them during the Fall

We are showing the Largest  
Assortment of

# BELTS

FOR SUMMER AND  
FALL SEASONS . .

IN THE MARKET.

White Leather Belts,  
Pulley Belts in all styles,  
the Shot Chain Belt,  
Extension Hinged Belts,  
Dog Collar Belts <sup>in endless  
variety,</sup>  
Patent Leather Belts,

FROM \$2.00 PER DOZEN  
UP.

Also a large and varied line of CHATELAINES  
in beaded and other novel effects.

**P. W. LAMBERT & CO.**

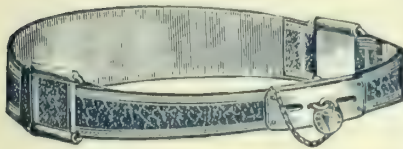
62-64 Lispenard Street,

NEW YORK

Established 1867.

Manufacturers of

Pocketbooks, Card and  
Letter Cases, Chate-  
laines, Hand and Silk  
Bags, etc.



DROP A CARD TO —

**E. J. KIRK**

BRACEBRIDGE - ONT.

for a Booklet illustrating

## KIRK'S PATENT HAT and CAP RACK.

**KIRK'S HAT RACKS**

are what every Dry Goods and  
Hat and Cap dealer requires.

They display goods in a most artistic and attractive manner, and in doing so take up no valuable space, as they can be suspended from the ceiling over a counter, table or floor space, within easy reaching distance from the floor. They sell goods, and afford unequalled facilities for displaying, assorting and keeping your stock of Hats and Caps in good shape.

CHAS. CLARK.

JOHN W. PENNOCK.

T. VAN DELINDER.

# Clark, Pennock & Company

## WHOLESALE MILLINERY

Now at **337 Richmond Street**  
and occupying five flats, needed the increased room for the rapid growth of our business.

With floor space largely increased, and better facilities for showing, selling and shipping goods, we are now ready for a Fall Trade passing all precedent.

Past experience has taught us that when dealers have once come to us for their stocks of millinery they are most sure to come again.

Our **Illustrated Booklet**, showing **fifteen masterpieces** of the most up-to-date **Fall Styles** in hats, will be ready **August 10th**. Send us your address and in due time you will receive one.

LONDON,

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=

=

CANADA.



months. An inspection of their range for Fall, 1900, will convince the most sceptical that they are on top again this season in all lines of staple goods together with their fancy picture handkerchiefs, Swiss embroidered, lace edge, hemstich silk, etc.

The carpet department have for the Autumn trade a full stock of their best-selling patterns in tapestry, brussels and velvet carpets which should be of interest to merchants requiring to assort their stocks. In the same department, repeats in several new numbers of lace curtains, tapestry curtains, art muslins and cretonnes, have been passed into stock, and samples are in the hands of the travelers. The new season's floor and table oilcloths are in stock.

The linen business has probably been the most upset during the past few months, prices on all classes of goods in this line having shown the sharpest advance. The market at the present time remains firm with every indication of staying so. The W. R. Brock Co. draw particular attention to their special offerings in towels, crashes, table damasks and napkins. French canvases can be got from them to-day at prices which can only be maintained till present contracts are exhausted.

In cotton dress goods, the firm show two special lines designed and printed for themselves which cannot be bought elsewhere in Canada: 36-inch printed checks, 32-inch woven checks, double fold, in 30-yard ends, can be retailed at 15c., and they will be a trade-winner at that; nice bright effective designs for dresses and wrappers, children's dresses, etc., in Royal navy, cardinal, brown, green, purple and maroon grounds. This line has had a big sale up to date and promises to be one of the leading lines for Fall, 1900.

Samples are in the hands of their travelers of 18 different ranges of wrapperettes, comprising the choicest designs of German, British, American and Canadian cloths, the whole giving a most enticing assortment. One particularly desirable line is reversible black and red—black and white salisbury, which can be retailed at 10c. In flannelettes, over 25 cloths, from the cheapest to the finest, are shown. In domets and saxons, stock is fully assorted in both plain and twills.

In dress linings, the department make a specialty of keeping all kinds of lining, from the cheapest to the best. Many cloths are constructed and confined strictly to this firm. They also carry several cloths in all the leading high colorings; two lines to be specially noted are C1-36 linenette and B18 percaline, two standard cloths.

In tailors' trimmings, five special numbers of black Italians, which are offered at the old prices as long as the stock lasts. Five qualities in colored Italians and serges, Nos. H6, H750, H708, H800 and H900, in 18-yard ends, brown, fawn, olive brown, and slate colors, are all nice finish and good wearers. Four ranges fancy silesia, large variety of patterns, good heavy weights, low, medium and fine qualities—every one a special.

In the warehouse of The W. R. Brock Co., Limited, Montreal (late James Johnston & Co.), the preparations for Fall trade are complete and extensive. The staple department announces a special sale of wash fabrics containing a number of lines at clearing prices. They have lately opened up a number of beautiful novelties in printed goods. The department has lately much increased its space in order to meet the requirements of a growing trade. The smallwares and notion department aim to carry everything which the retail store needs, either in staple lines or the latest novelties. Among these may be mentioned a range of belt buckles in jet, steel, gilt and the latest fancy styles. Enameled patriotic pins are shown. Persian novelties in side, empire and pompadour combs are numerous as well as many fancy hair ornaments.

In hosiery and gloves, they are showing for Fall some special values in plain and ribbed cashmere hose, as well as an immense range of cashmere and ringwood gloves, including the new designs with the latest styles of fastenings. They are also showing some extra values in men's, women's and children's fleece-lined underwear. Of these, large quantities have been booked.

In men's and ladies' Summer neckwear, the latest shipments include new designs in the flowing ends and stock collar effects. Sample boxes of these will be sent to any dealer who inquires for them, and a sample assortment can be had in the same way. The range of ladies' and men's belts at popular prices includes plain leathers, beaded, jeweled, elastic pique, canvas, tinsel, khaki and numerous others, also dog collars and pulley belts.

The handkerchief department has just received a big shipment of fancy embroidered handkerchiefs, from 70c. to \$4 per dozen, and is well stocked with every make from the cheapest lawn at 18c to the finest silk at \$12 per dozen. They have a lot of 3,000 dozen lawns which are now in stock at 25, 35 and 45c. per dozen. These are being sold in large quantities, and orders should be in early. For Autumn trade, a beautiful range of gimps in silk, jets and steels, also applique, which is the newest trimming for Fall, are being shown. A large shipment has just been received of 22-inch guipure all-over laces in butter color, from 35c. to \$1 per yard. These are all new designs and are being sold rapidly. A large selection of guipure laces and insertions are also shown at prices ranging from 5 to 15c. per yard.

The curtain department claims to have the largest range of curtains in this market, bought from the leading manufacturers abroad, and ranging in price from 17c. up to \$12 per pair, in all makes, Swiss, Irish point guipure and Nottingham. Merchants are invited to look at the samples of these, as also of lace curtain nets, pillow shams, covers, and fancy rennaissance doyleys, etc.

#### LARGE PURCHASE OF GINGHAMS.

S. Greenshields, Son & Co. advise that they have purchased 6,200 pieces of fine gingham. This represents the entire stock which the Canadian Colored Cotton Mills had on hand. The goods are going rapidly, so that orders will need to be in early to secure the best assortment.

#### THE SEASON IN MANUFACTURED FURS.

The firm of Edgar, Coristine & Co., 517-519 St. Paul street, Montreal, on being interviewed, report an exceedingly satisfactory state of affairs with regard to sales of manufactured furs, etc., for coming season, due, no doubt, to the excellent range of well-made and stylish samples carried by their various representatives. Their manufacturing department is working steadily in order to have the various lines ready for prompt delivery of orders. The range of skins being worked up comprise the very choicest grades of seals, Persian lamb, grey kimmer, astrachans, beaver, marten, raccoon, sable, electro seal, etc., all of which are fresh from the European and American markets, personally selected by one of the firm. There has been a brisk demand for staple furs, such as coats, jackets, caps and robes, and, in ladies' wear, the many natty conceits in cesy neck-wraps have proved splendid sellers. On the whole, the prospects for the Fall season are excellent, and the firm are preparing for a brisk sorting trade when the season opens. The trade will find this enterprising firm right up to the times in anything pertaining to the fur business.

# Carpet Departments

---

are not properly stocked if they have not

## The Toronto Carpet Mfg. Co's

WELL-KNOWN MAKES OF

# INGRAIN and AXMINSTER CARPETS SMYRNA and AXMINSTER RUGS.

Our lines now being shown on the road show distinct advances in all grades, new color effects and fabrication. Our carpets have an unsurpassed record for durability and as quick sellers.

The largest carpet plant in Canada, the most perfect mill, all new, high-speed looms, enable us to fill orders most promptly.

NO DEALER can afford to neglect seeing our lines.

In quality of materials, merit of patterns and colors, weave and finish, we assert that there are no goods in Canada equal in fabric or values to our Ingrains, Axminsters and Smyrnas.

---

## The Toronto Carpet Mfg. Co.

TORONTO.



# FLAGS!

# FLA

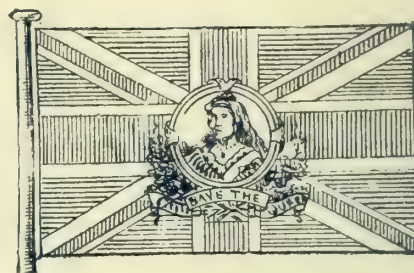
The Largest Range

SELLING BY THE MILLION

ILLUSTRATED

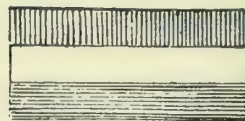


A.M.B.—Absent-Minded Beggar Handkerchief, Hemmed.



SPECIAL QUEEN JACK.

No. J.P. 51, 27 by 23 in.

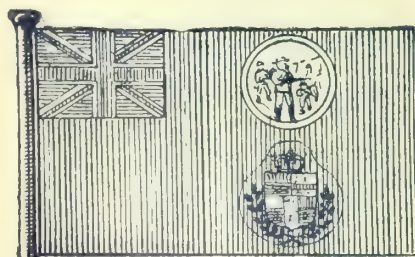
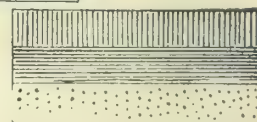


Red, White and Blue  
Stripe.

29 and 33 in., at per yard.

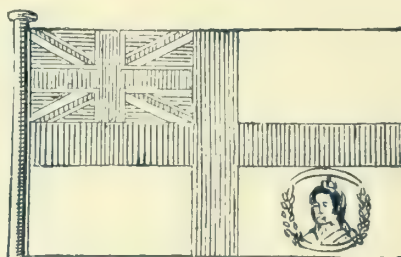
Red, Blue and Yellow  
Stripe.

29 and 33 in., at per yard.



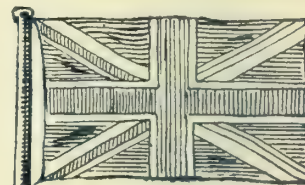
SPECIAL CANADIAN FLAG.

No. C.P. 52, 35 by 22 in.



SPECIAL PICTURE ENSIGN FLAG.

No. W.E. 53, 35 by 24 in.



UNION JACK.

No. U.J. 1, 13 by 9 in.; 2, 15 by 10½ in.; 3, 17 by 15 in.; 4-4½, 25/27 by 22 in.; 5, 30 by 17 in.; 6, 27 by 25 in.; 7, 30 by 24 in.; 8, 32 by 24 in.; 9, 35 by 24 in.; 10, 35 by 31 in.; 11, 40 by 35 in.; \*12, 44 by 34 in.; 13, 50 by 34 in.; 14, 40 by 60 in.; \*15, 68 by 44 in.; \*16, 50 by 72 in.

In Large Sizes, those Numbers marked \* we recommend for quickest delivery.  
Also Plain and Twilled Turkey Red, at various prices.

WHOLESALE C

TORONTO AGENTS: R. FLAWS & SON

BROWN, GRAHAM



# GS!

# FLAGS!

to Select From.

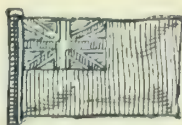
## T BOTTOM MARKET PRICES.

FLAG LIST:



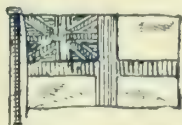
**RED ENSIGN.**

No. R.E. 27, 13 by 9 in.; 28, 15 by 12 in.; 29, 17 by 15 in.; 30, 27 by 22 in.; 31, 30 by 17 in.; 32, 30 by 24 in.; 33, 35 by 24 in.; 34, 72 by 36 in.; 35, 40 by 60 in.; 36, 48 by 72 in.



**BLUE ENSIGN.**

No. B.E. 40, 30 by 17 in.; 41, 30 by 24 in.; 42, 35 by 24 in.; 43, 44 by 84 in.



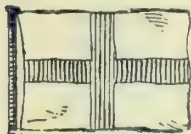
**WHITE ENSIGN.**

No. W.E. 43, 15 by 12 in.; 44, 30 by 17 in.; 45, 30 by 24 in.; 46, 35 by 24 in.; 47, 54 by 84 in.



**ROYAL ARMS.**

No. R.A. 20, 25 by 22 in.; 21, 30 by 26 in.



**ST. GEORGE'S CROSS.**

No. S.X. 25, 30 by 17 in.; 26, 35 by 24 in.

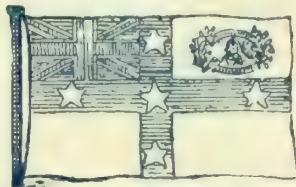


**PRINCE OF WALES' FEATHERS.**

No. P.W. 23, 25/27 by 22 in.; 24, 30 by 26 in.

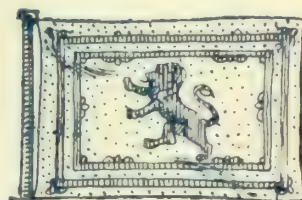


**WAR SPECIALS.** Hemmed Handkerchiefs, 2 Designs, 3 Colours, W. 311.



**AUSTRALIAN FEDERATION.**

Special No A.F.S. 35 by 24 in.



**SCOTTISH STANDARD.**

No. S.S. 38, 27 by 20 in.; 39, 30 by 24 in.; 40, 35 by 24 in.; 41, 30 by 34 in.



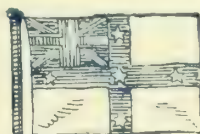
**ROYAL STANDARD.**

No. R.S. 1, 15 by 10 in.; 2, 17 by 15 in.; 3, 25/27 by 22 in.; 4, 30 by 17 in.; 5, 32 in.; 6, 30 by 26 in.; 7, 35 by 24 in.; 8, 31 in.; 9, 40 by 54 in.; 10, 47 by 61 in.; 11, 48 by 72 in.



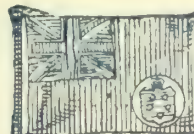
**IRISH STANDARD.**

No. I. 20, 27 by 20 in.; 21, 30 by 24 in.; 22, 35 by 24 in.; 23, 30 by 72 in.



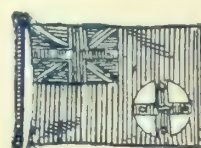
**AUSTRALIAN FEDERATION.**

No. A.F. 26, 15 by 10 in.; 27, 30 by 16 in.; 27 1/2, 35 by 24 in.



**VICTORIA.**

No. V. 60, 30 by 20 in.



**NEW SOUTH WALES.**

No. S.W. 48, 30 by 17 in.; 49, 30 by 20 in.



**CANADIAN.**

No. C. 50, 13 by 9 in.; 51, 30 by 19 in.; 52, 34 by 22 in.; 53, 35 by 24 in.



**CAPE OF GOOD HOPE.**

No. 61, 30 by 20 in.



**AMERICAN.**

No. A. 56, 30 by 20 in.; 57, 27 by 22 in.; 58, 35 by 24 in.



**NEW ZEALAND.**

No. N.Z. 59, 30 by 20 in.

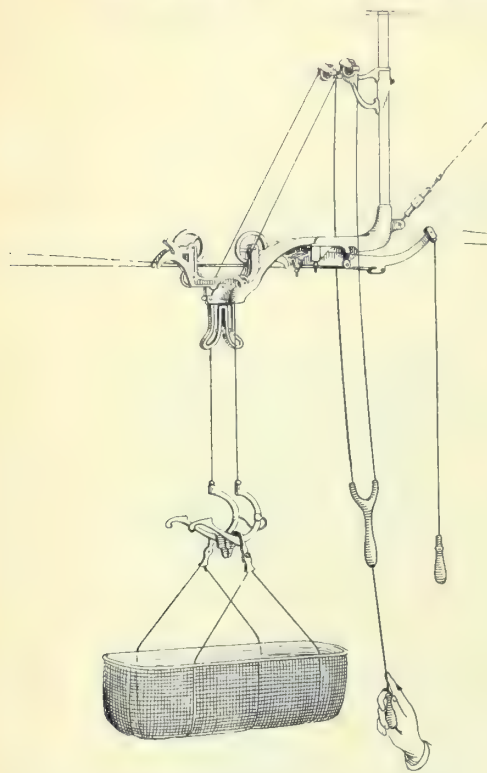
LY SUPPLIED.

MANCHESTER BUILDINGS, MELINDA ST.

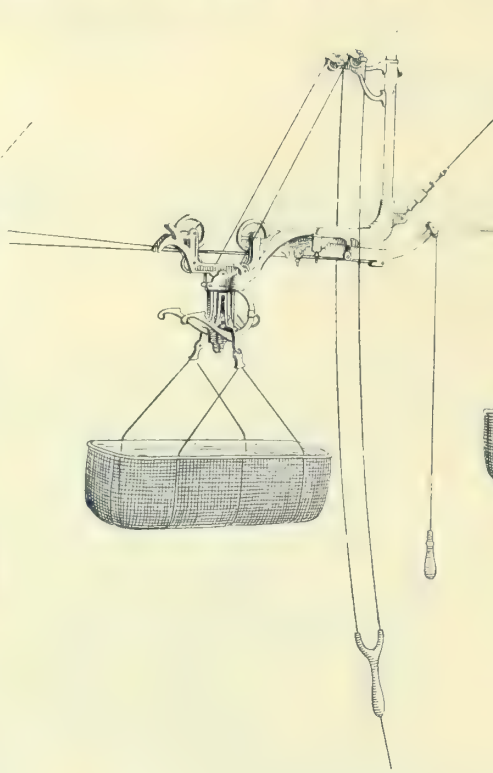
& CO., GLASGOW.



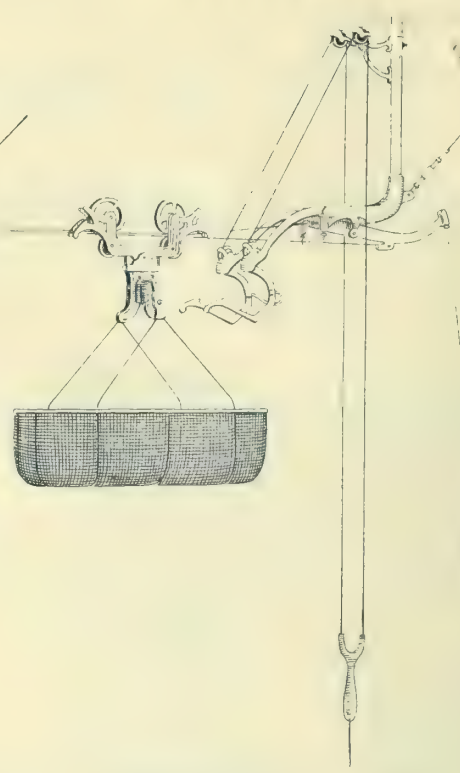
# CASH AND PACKAGE CARRIERS



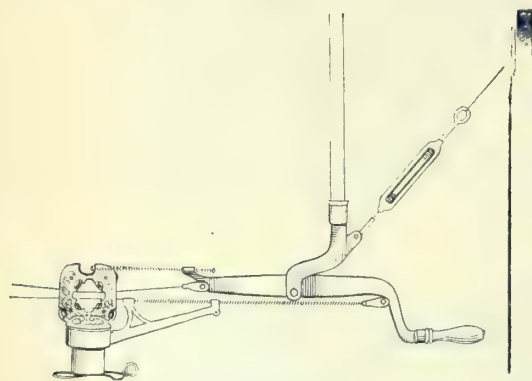
IN THE ACT OF BEING RAISED OR LOWERED.



IN POSITION TO BE SENT OUT.

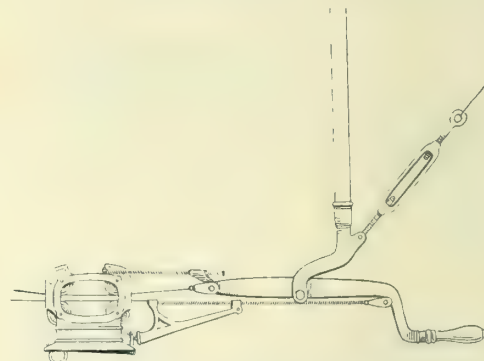


IN THE ACT OF BEING SENT OUT.



CASH CARRIER.

Store Service  
Methods,  
Package and  
Cash Carriers,  
Pneumatic Tubes,  
Cable Carriers.



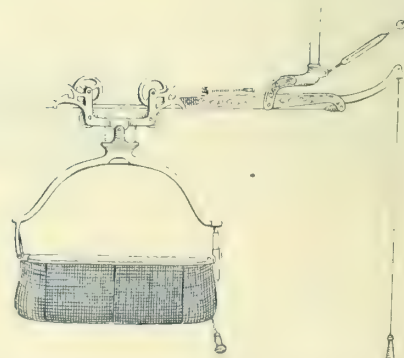
MESSAGE CARRIER.



OUT STATION GRADE CARRIER.

No contract too small, none  
too large.

Send for estimates, circu-  
lars, testimonials, etc.



LOW LEVEL PACKAGE CARRIER.

## HAMILTON BRASS MANUFACTURING COMPANY, LIMITED

259 to 269 James St. N., HAMILTON, ONT.

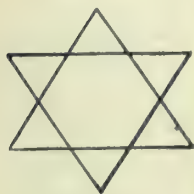
# HAMILTON COTTON CO.

Manufacturers  
of

HAMILTON, ONT.

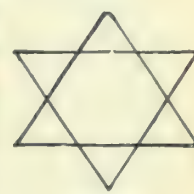


STAR



BRAND

STAR



BRAND

## Chenille Curtains and Table Covers

To keep pace with the increasing demand for our goods, we have prepared for the Fall trade a larger and more attractive range of designs and colorings in both Curtains and Covers.

### TABLE COVERS

in the following sizes :

4/4, 6/4, 8/4, 10/4, 12/4.

### CURTAINS in

32 in., 34-in., 36-in., 40-in., 44-in.,  
and 48-in. widths, both in Plain  
and Fancy.

For sale by all the leading wholesale dealers.

Selling Agent

# W. B. STEWART,

27 Front Street West

# TORONTO





The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

**Sir Titus Salt, Bart., Sons & Co.**  
**Saltaire, England** Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are :

**The Gault Brothers Co., Limited,**  
**John Macdonald & Co.,**

**Montreal**  
**Toronto**





## Clothing and Woollen Trade.

### FLANNEL SUITS IN LONDON.

IN London, says a high authority, the flannel suit for men in Summer has taken hold and promises to last. First, as to the dark flannel suitings. A neat kind is a dark blue ground with light blue double-line stripes running three-quarters of an inch apart. This is sure to be a favorite material for wear on the river and at the seaside; nor is it too holiday-like in appearance for town wear in the morning. This may be said, too, of the dark grey ground, with three-quarter inch white stripes, between which are faint black lines. This pattern can be had with the faint middle stripe in red.

A smart and sportsmanlike-looking flannel has a medium brown ground with thin white stripes. Others of the same ground have, severally, dark brown stripes, black stripes and green stripes. A rich-looking kind has dark green and dark brown stripes running alternately, the green stripes showing more prominently by reason of the contrast afforded by the ground color. The lines, however, are very thin in both cases, and the man wearing a suit of this material would be distinguished not by clothes striped with dark brown and green, but by a medium brown suit.

A dark brown flannel, with white dotted lines three quarters of an inch apart, alternated with hair lines in red, should make up into a smart suit for the country or seaside, or for mornings in Town, as also should a flannel with the same ground color striped alternately with thick and thin dotted lines in either red, green, white, blue or lighter brown.

There's a light grey herringbone with dark grey lines, and there's a dark grey with light lines—both exceedingly pretty yet quiet materials, which should make up well into seaside suits. A nice combination of color for country wear is a green-brown with dark green and medium brown stripes alternately placed about an inch apart. The same mixture of coloring is used in the case of a close arrangement of stripes—about a quarter of an inch apart; and there is also a green-brown striped with red, one with pale blue, and another with white. Of these the red-striped is the nicest-looking flannel, such color always mixing effectively, but not in any sense conspicuously with a green-brown background.

Another effective, if somewhat subdued, flannel is a medium grey striped with black (a favorite pattern now for cashmere trousers for frock coat wear); and this looks well with a double stripe made up of red and black. This, however, is not an entirely new flannel, although placed among the present season's selections, for I saw three or four men wearing suits made up of the material at Brighton last Summer, and noted then what a smart looking stuff it was.

Of olive mixture grounds there are several kinds, among the neatest of which are those severally striped with white, red, and black. One olive mixture is striped with double lines of red and white, the tints being chosen with so artistic an eye that the general effect of the combination, though unmistakable, is very far from loud. A dark grey ground, with jet black stripe, is an unusual flannel; but, except for men in mourning, I doubt if it will rank with the favorites of the bunch. This flannel looks lighter and more Summery with its black stripe thinly edged with white, or accompanied by a red line about one eighth of an inch from its side.

A rich navy blue ground with a double stripe of red and black running down it, is a smart combination, and so is the same ground with a double stripe of black and light blue. Blacks with double and single stripes (very fine) look decidedly neat, and will probably be in demand as mourning flannels. Then there are the following selections in silver grey: One with thin red stripes, another with stripes of a darker shade of grey, a third with alternate narrow and broad stripes, a fourth with double stripes of black and white, and a fifth with treble-line stripes of red, white and black. Three shades of greys bear upon them stripes of a darker tint so faintly defined as only to be observed by the inquisitive, the darker grey of the three seeming to be a plain flannel even at fairly close quarters.

The dark blues checked either with white, light blue, or red, or red and white together, should look well on men who are not "too stout on the watch-chain," though I fancy, on the whole, that large checks, such as these are, form a pattern a trifle too heavy for association with a Summer flannel. A kind that is more likely to go down on the Continent than in this country is a blue-grey flannel with thick slate-grey stripes. The shepherd's plaid flannel makes up into a capital single-breasted lounge for both town and country wear, and I can highly recommend it for its serviceableness as well as for its smartness.

For the rest, there are medium grey grounds with alternate single and double lines in red; lighter grey grounds with alternate single and double lines in green; dark greys with alternate single and double lines in black; mouse-grey grounds alternated with black and green stripes, and also with the same stripes done in double lines; light and dark grey stripes of equal widths; silver-grey grounds with blue-grey lines; and blue-grey grounds striped alternately with silver-grey and red.

In making a single-breasted flannel suit the coat should be so cut at the collar and lapels that when worn folded back the latter shall lay well to the body, and not stand up at each side to the height, almost, of the wearer's ears. To make this



**CLOTHING AND WOOLLEN TRADE.—Continued**

possible, the lapel must be small and have a shallow step—the step being cut low. The patch pockets may be with buttons or without; if without, the pockets should not be so large as usual, or they will drop open. There should be no lining to the flannel coat. The waistcoat may be either single or double-breasted. The trousers should be cut fairly full and long, and can be worn turned up or down, according to the wearer's taste. It is, perhaps, as well to have them made to turn up, for it may be taken as pretty certain that the best flannel in the world, if it is going to change its size at all in the course of wear or cleaning, will not get larger, but smaller.

Mr. Fred. Shorey, the Manitoba representative of H. Shorey & Co., of Montreal, who has just completed his Manitoba trip, reports that the recent rains have caused a very much better feeling throughout the country. His trade in Manitoba shows a very fair increase over last year, which is an evidence that the reports from that country of grasshoppers and crops ruined by the drought have not altogether discouraged the merchants, and that they are anticipating a fair trade, at least in Shorey's clothing.

Harris & Co., Limited, of Rockwood, Ont., have secured a marked success with their Canadian made homespuns, friezes, tweeds and yarns. This success, no doubt, is largely due to the fact that the quality put into the materials is of the best. Owing to the increase of business they have had to enlarge their mill and put in more machinery to keep up with the demand for their fabrics.

H. Shorey & Co., the wholesale clothiers of Montreal, explain to us that they attribute in a very large degree their excess of business this year over last year to two causes.

One is, the fact of their having made their contracts before the advance in cottons and woollens and having given their customers the benefit of it; and another is to the great success of their new patterns, having been greatly improved over last season. They are making use of some of the best talent obtainable in their line in the United States.

While we will not admit that Canadians, as fighting men, can get any pointers from our neighbors to the south of us, and would instance Paardeburg, Pretoria and other places in support of our assertions, yet we are forced to admit that in manufacturing an exchange of ideas at times is not altogether to our disadvantage.

The Merchant Tailors' Section of the Toronto Branch of the Retail Merchants' Association of Canada have elected the following officers: Chairman, Thos. Bilton, Bilton Bros.; 1st vice-chairman, S. Corrigan; 2nd vice-chairman, J. J. Higgins; treasurer, A. Latore; secretary, B. Saunders.

Under the heading "The Proof of the Pudding is in the Eating," in their ad, Shorey & Co., of Montreal, ask their customers to demonstrate the perfect fit of their goods, which they make large claims for, by having their travelers' samples tried on. There is no question about it that ready-made clothing that fits is more than half sold, and that a larger profit can be made on goods that readily please the customer than on a class of goods that he has to be talked into buying, and if the statement in their advertisement can be demonstrated by the test they suggest to be true, it seems to us that their goods are the kind that people would naturally buy.

From the enormous growth of their trade in the past few years, it would look as if there were some considerable grounds for their contention, at any rate the test is very easily applied and quite worth the trouble.

H. Shorey & Co., the well-known clothiers of Montreal, report that their travelers are back from the Lower Provinces, and will be starting in a few days on their trips through Ontario and Quebec. Judging from results from their eastern trips, they are anticipating a considerable increase over their last season's trade.

H. Shorey & Co., of Montreal, are showing a solid worsted Campbell twill cross-bred suit made and trimmed in a style to do them considerable credit, for which they are only asking \$5.75 a suit. They say that their sales of these goods have been enormous, and that they are retailed readily at \$9. This looks as if the retail clothing business was not an unprofitable one.

The military style khaki duck suits for boys, youths and children, sold by H. Shorey & Co., of Montreal, are an exceedingly smart and dressy looking outfit for a youngster. They are very reasonable in price, and very durable as a knockabout suit. They are made in exact copy of the service uniform as supplied by the Imperial Government to their soldiers in South Africa, with the exception that they have a Canadian brass button instead of an Imperial one. They are furnishing service caps made in regulation style with these suits.

**CHALCRAFT & CO., IN NEW PREMISES.**

Numbers 72 and 73 York street, lately occupied by the S. F. McKinnon Co., Limited, have been taken over by W. E. Chalcraft & Co., manufacturers of high-class ready-made clothing, to meet with the demands of their ever-increasing business.

This firm have done much to raise the standard of ready-made clothing in Canada. Their efforts have brought success to themselves and profit to their customers. Chalcrafts find the demand for really high-class ready-made clothing is



increasing to such an extent as to make it necessary to largely reinforce their facilities. Their big building of six spacious, well-lighted storeys, fitted with all modern machinery and



The Proof  
of the  
Pudding  
is  
in the  
Eating.

If you will take the trouble to have  
Coats from our Traveller's samples in  
each size tried on, we can demonstrate  
to your satisfaction that our clothing is  
**THE MOST PERFECT FITTING Ready-  
to-Wear Clothing in Canada.**

Perfect fitting. Well trimmed.  
Well tailored and easy to sell for a  
profit.

IF ABOVE STATEMENT IS CORRECT THIS  
IS THE KIND YOU WANT. PROVE IT!

# H. SHOREY & CO.

WHOLESALE CLOTHIERS and  
Manufacturers of Rigby Waterproof Goods,

**MONTREAL**



**CLOTHING AND WOOLLEN TRADE.—Continued.**

appliances, will enable them to keep pace with the trade. "As good as custom made," no slop work, no skimping of trimmings or finish, backed up with the best materials from English, Irish, Scotch and Canadian mills, are their claims for business.

Their experience is that the retailer prefers to handle goods he can safely recommend to a customer—a satisfied customer being the best kind of an ad. Of one of their specialties, juvenile clothing, they carry a wonderful range. Everything the boy wants in clothing is here. Dress suits, fancy suits, and all the very best class of the small one's outfit, are manufactured on the premises.

We call attention to the values they are offering to clear out several lines in an announcement on our advertising pages.

W. S. Phillips, who has been connected with McCandless Bros. for several years, has taken the management of the Mammoth Clothing Store, Government street, Victoria, B.C., and intends putting in a first-class up-to-date stock of clothing and furnishing goods.

John Chiswell, clothier, will remove from Woodstock, Ont., to Stratford, Ont., about August 1, to open out a ready-made clothing store.

The G. A. Thorpe Manufacturing Co., of Toronto, have bought out the business of The R. Green Manufacturing Co., London.

**NEW YORK LINING NOVELTIES.**

E. S. Comstock, is just starting for a trip through the Canadian trade centres representing The Gilbert Manufacturing Co., of New York. This firm have been introducing novelties in linings and similar goods in this market for some years, and a sight of their offerings is always appreciated by the trade. This year they will show some special novelties in sultana satin, oriental silk and analyne silk, and in waist linings the "Commodore" fabric, the "American Queen" twill and a line of fast black twills and percalines. Samples will be sent to any merchant writing for them to The Gilbert Manufacturing Co., No. 380 Broadway, New York, and it is requested that their customers in Canada should save their orders for Mr. Comstock until they have seen the samples.

**WOMEN'S FABRICS.**

The satisfaction derived from tweed and homespun costumes has established their popularity with the dry goods trade and the demand for Fall is greater than ever. They have superseded plain cloths to a large extent, although there is always a good trade in venetians, broadcloths, etc.

Messrs Nisbet & Auld have had a record season in ladies' cloths and ascribe their phenomenal success to a studious following of trade requirements and fashions. In venetians, coverts, worsteds, serges, etc., they report very satisfactory results, but in plain and fancy tweeds and homespuns their sales were far beyond expectations. They introduced new designs throughout the season and their output of homespuns, etc., absorbed the entire production of several mills.

Their range for Fall is very extensive and orders already placed convince them of the correctness of their styles and colorings. Notwithstanding the run on plain goods the latter part of this season, checks and stripes are quite as popular as ever and the ranges shown by English and Continental houses impress one with the idea that they are the correct thing for stylish gowns.

**ALL FROM A QUILL.**

THE fact is probably not generally known that all the properties contained in whalebone are found in the quill of a bird. Upon making inquiries from the Canadian Featherbone Co. as to the construction of "Featherbone," we were surprised to learn that the foundation of all "Featherbone" is the quill, or the bone part of the feather of a turkey. This is cut in strips and wound together in a manner which makes it a most durable article, for the different uses for which it is recommended and sold. It combines all the good qualities of whalebone, but, its growth being outward, it has not the same tendency to dry out and grow brittle and useless, as so many merchants have found to their loss to be the great trouble with whalebone.

"Featherbone" is exceedingly light in weight, and is not susceptible to changes of temperature, neither moisture, heat nor cold having any effect upon it. It can be used in a score of ways, to great advantage, by every dressmaker, in addition to the ordinary staying of a waist, for which it is so universally used.

For the sake of exemplifying the use of "Featherbone," The Canada Featherbone Co. bought the patents for the Koch pulley belt. This belt has had the most remarkable sale of any article for ladies' wear that was ever placed upon the American market, and all these belts are braced and supported with "Featherbone."

For a further experiment, and as an exemplar of what "Featherbone" would do, they got out a "Featherbone" collar and tie, combined, made of taffeta silk, with hemstitched edges, and belts to match, having long sash ends, tipped with fringe. These seemed to catch the ladies, as ideal articles, being light and stylish, and the "Featherbone" holding them well in shape. While originally gotten out more in the way of samples, the sales became so large that they were forced to put in a number of machines for the purpose of making these collars and belts, and they anticipate a very large business on these articles for the coming Fall, when stock collars are so largely worn and are now so fashionable.

"Featherbone" has been used for many years in the United States and France, and is looked upon in New York, Paris and London as the only reliable article which will take the place of whalebone.

The Canada Featherbone Co. assure us that it will give them great pleasure to answer all correspondence regarding their wares, and would refer you to their advertisement, on another page, for further particulars.

**THE LINEN THREAD AGENCY.**

The selling agency for the new linen thread combination formed in England, and which consists of four noted Irish and one Scotch linen thread manufacturer, has been bestowed upon Messrs. Frank & Bryce, Limited, Glasgow, and they have appointed as their Canadian agents Thos. Samuel & Son, who have for so many years handled the Barbour threads in this market. A circular was issued to the trade in Canada last month notifying them of the change. The head office, under the management of Mr. Thos. Samuel and Mr. Wm. R. Samuel, is at No. 8 St. Helen street, Montreal, with branch offices in Toronto and Quebec. The five manufacturers are the following: Wm. Barbour & Sons, Limited, Lisburn, Ireland; Finlayson, Bousfield & Co., Limited, Johnstone, Scotland; Dunbar, McMaster & Co., Limited, Gilford, Ireland; Robert Stewart & Sons, Limited, Lisburn, Ireland; F. W. Hayes & Co., Limited, Banbridge, Ireland.



# A Merchant's

STOCK IS NOT COMPLETE WITHOUT

## FEATHERBONE.



FEATHERBONE is now acknowledged by all leading modistes to be the only reliable Dress Stay on the market. Being made of turkey quills it retains all the natural toughness and flexibility of that article. Different from steels or whalebone, it can be cut with a pair of scissors any length the user may require. It can be sewn into the garment with a sewing machine, and is light in weight, quickly applied and never breaks or rusts when in use.

It is made in various grades, from the narrow Skirt Bone and Duplex Bone used for flaring skirts and for stiffening and holding revers and collars in shape, to the different grades of waist bone, which range in price from \$4 50 per gross yards to \$24 00 per gross.



## BE UP-TO-DATE



and send for samples of our hemstitched Corded Collar and Belt. They both have long sash ends, the Belts being finished with fringe; made of taffeta silk; sold in black, white and all shades; light colors guaranteed to wash. Collars, \$7.90 per doz.; Fringed Belts, \$11.50 per doz. Corded with FEATHERBONE.

We have bought the Canadian patents for the famous Koch Pulley Belt and Collar, which have had such a wonderful run in the United States; prices from \$4.50 per doz. to \$11.50 per doz. All lines boned with FEATHERBONE.

INSTRUCTION BOOKS ON FEATHERBONING MAILED FREE OF CHARGE.

Free Demonstration Parlors: 15 Birks' Building, cor. St. Catherine St. and Phillip's Square, Montreal; 207 McKinnon Building, Toronto. Address all correspondence to Head Office, Toronto. Factory: London, Ont.



*Hermesdorf Dye transformed black hosiery from an unreliable, discredited article to a satisfactory, always-selling staple.*

*If you would fortify your hosiery business ;*

*If you would sell black hosiery that defies sun, rain, acids and perspiration ;*

*If, in a word, you would do a reputation-building hosiery business, you must sell black hosiery stamped*

AMERICAN  
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78-80  
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New York.

*Louis Hermesdorf*  
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Mercerized  
Yarns, JOS.  
J. DE LONG,  
396-398  
Broadway,  
N.Y.

CHEMNITZ, GERMANY.



# "Kumfort's" Secret

Every great success has had its "secret." "Kumfort Mitts" have a secret and it has kept most of the trade guessing—some worrying.

We admit it's hard to understand how it can have a muleskin palm, an oil-dressed sheepskin back, pure wool lining and wrist, knit to *stay knit till worn out*.

All those things in these days of top-storey prices, and it wholesales for \$4.50 net—same as two years ago.

*You* get a straight *third profit* on cost when you sell it.

The secret of how it's done is ours—one thing we will tell—we don't *lose any money* on it and we give you a chance to make a *good square profit* on a *fast seller*.

Fair proposition, isn't it ?

---

## HUDSON BAY KNITTING CO.

30 St. George Street,

                     MONTREAL.



## What's New in Wall Paper

— FOR 1901 —

WISHING to give readers a little advance talk on wall paper for the coming season, THE DRY GOODS REVIEW's representative called on M. Staunton & Co., Toronto, and was shown through the firm's new line of samples for 1901, which is now completed, and which will be shown to the trade by their travelers, commencing about July 1.

The manager expressed their satisfaction that the past season's business was far ahead of any previous year, the increase being particularly noticeable in the better grades of goods. The repeat orders during the Spring, after the goods started to sell retail, were enormous. M. Staunton & Co. think that there is no better proof than these repeat orders that their goods are popular sellers. Two trunks full of new samples were ready for our representative's inspection. The writer does not pretend to paint word pictures, or even to be able to appreciate to the fullest extent the artistic in the Staunton line, but a little art can be mingled with a good deal of commercial hard sense in presenting a few of the most forward features in this immense line from inspiration caught while the man in charge turns over the leaves in the almost innumerable books of samples.

Commencing with the better goods in the line, amongst the first books we had a peep into were the ingrain combinations. It is safe to say these will be a revelation to the trade of what this firm can do in artistic productions. The number of different colorings of ingrains has been increased 25 per cent. over last season, only six of last year's leading colors being retained, all the other shades being absolutely new. 9, 18 and 21-in. borders are shown with each coloring, every one of these being blended, and the silver and gilt fritters, and multi-colored bronzes add life and brilliancy to these goods. Matched ceilings are, of course, shown for each border, as is the case throughout the entire line. These very attractive goods will, undoubtedly, bring a large return in output to the firm. As an extra ceiling, M. Staunton & Co. show a five-point star design in flitter and gilt on suitable colorings for church or masonic hall decoration.

In speaking of ingrains, it may be proper just here to mention some new ideas that have been advanced in figured papers to take the place of ingrains. Many people are now asking for something different to the entirely plain ingrain ground, and are demanding small simple patterns, unobtrusive but neat and artistic; something that will make good backgrounds for pictures and art objects, and that will give a somewhat more furnished appearance to the walls. A hint was enough for Staunton, and this want has been carefully provided for. We picked three patterns for special mention in this class—one a very dainty narrow stripe, another a small empire wreath, another an all-over conventional leaf design in two colors. These are all shown in silk effects, as well as in plain grounds with appropriate ceilings and friezes.

Some beautiful new things are shown for parlors and boudoirs in a line of silk papers, the lustrous effect of the material being admirably reproduced. Half-a-dozen books of 22-inch papers were now brought forward. The splendid range in design and colored effects would seem to cover every requirement that the dealer can possibly be called upon to

supply. In the colorings, there is a wealth of variety from white grounds through medium tones of ivory, pale blues, greens, etc., to the deep rich colorings of leaf and moss greens, holly reds, empire reds, etc. Looking through these goods makes one almost wish that they had a new house to decorate, one having two or three parlors, and as many halls, dining-rooms, libraries, etc., as possible, so that a fair representation of the beautiful things shown might be made use of. The line is strong in good bold florals. One large poppy design is particularly worth mentioning—bright, bold colorings in the artistic grouping of the massive bunches of flowers producing beautiful effects, and we miss our guess if this is not among one of the quickest sellers in the line.

Turning to the 18-inch patterns there is food for talk for a column or more description of the seemingly endless variety of gilt and embossed papers of all prices and styles. Every individual taste and desire of the prospective customer seems to have been carefully thought out in advance, and provided for in these goods.

A dainty French stripe of the Empire period attracts notice in many beautiful colorings for parlors, boudoirs and bedrooms. Other lines which the dealer will be quick to appreciate, and his customer after him, are the new canvas or burlap effects. The wonder is how the woven effect of the original can be so admirably reproduced in the groundwork of these papers. To day these goods are sold for a few cents a roll, where the hand-stencilled burlaps, which they portray, cost up into the dollars per square yard, and produce no prettier effects for the extra cost.

Last year's tapestry designs were very favorably received. The splendid range of them which the firm have to offer this year are sure to result in largely increased sales. Some of the Oriental blue colorings in these goods commend them as luxurious decorations for smoking dens, or Oriental rooms.

Their special heavyweight glimmers are again exceedingly attractive in their rich grounds and effective colorings.

Another turn and we face the standard lines of glimmer papers and white blanks. Naturally enough we have dwelt at a little greater length among the higher grades, but in the whole Staunton line there is not a pattern or a coloring shown but deserves attention. Starting right down at the cheapest grades of ungrounded goods the colorings and designs bear evidence, and show practical and workable ideas that are only born of long experience.

The writer would judge from a very careful survey that the whole line has been designed and colored with the object of placing before the Canadian trade a thoroughly representative line of goods that will find a ready sale and yield a good profit to their many customers, and the dealer who wishes to put before his patrons the very newest creation of the leading wall paper designers displayed in colorings that leave nothing to be desired for beauty and attractiveness will find it in this line.

Lister's sealettes are selling remarkably well this season, and there is likely to be a considerable demand for these goods a little later on. They make a handsome jacket or cape and are gradually coming into favor again.

Mr. Herbert Bright, the English carpet manufacturer, of John Bright & Bros, Rochdale, England, paid a visit to several Canadian centres of trade last month, and was well received. Mr. Bright is a nephew of the late John Bright, the well-known statesman. He reports the English carpet trade to be in a firm condition with prices steady.



WAIT FOR US

We are showing

**"Maritime" Wrappers**

in great variety for

**FALL SEASON.**

Do not fail to see our Specials in **GERMAN**  
**MOLLETON FLANNEL HOUSE-GOWNS.** The  
 most complete line shown in Canada.

THE . . .

**Maritime Wrapper Co.**

Limited

Ontario Agent  
**J. H. PARKHILL**  
 46 Toronto Arcade, Toronto.

**WOODSTOCK, N.B.**

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**Auer Gasoline Lamp**

100 Candle-Power

Satisfaction Guaranteed  
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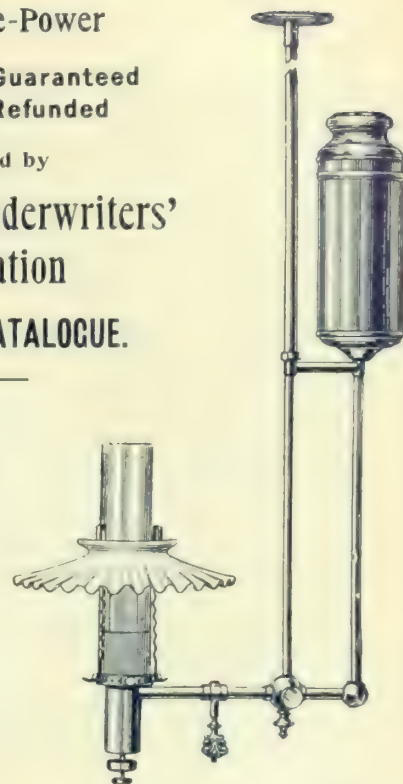
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5 STYLES.

**AUER**  
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**MONTREAL.****THE G. WEETON MFG. CO.**

No. 28,

**OBLONG CAKE BASKET,**

Crimped Satin Body,  
 Handsomely Embossed,

\$5.00 List.



No. 0084 1/2.

**PICKLE,**

with Richly  
 Decorated  
 Ruby Glass  
 and Burnished  
 Frame.

\$3.50 List.



Issue an illustrated Catalogue and Price List of Electro  
 Silver Plate and Specialties, and offer a liberal discount off  
 list prices. The two articles shown are fair examples of value.

**IF INTERESTED WRITE FOR CATALOGUE "F."****Toronto Address: 326 1/2 SPADINA AVE.**



## THE FALL TRADE.

JOHN MACDONALD & CO.

THIS extensive firm have made in every department complete preparations for Fall trade. The trade this season will appreciate the range of handkerchiefs which John Macdonald & Co., by reason of careful purchasing, are able to offer their customers. The range includes many lines of lace-bordered goods to retail from 10 to 50c. in cotton and linen. Then, there is a line of fancy boxes, also embroidered handkerchiefs as well as mercerized, and plain linen initialed handkerchiefs, etc. In fact, it is the largest range of handkerchiefs which the firm have ever shown, and the amount of business done is three times what it used to be.

There are some very nice novelties in belt buckles and patented hat pins, including enamel, jet and steel goods.

In men's furnishings, John Macdonald & Co. are showing two special lines of pants, an etoffe and a worsted, at prices that will interest merchants. In neckwear, they show a range of handkerchief ties with flowing ends, and a decided special is a mercerized cotton umbrella with silver top to retail at \$1. Men's outing caps are shown in shepherd checks, large checks, navy blues and plain colors, for 25 to 50c. retailing. In men's hosiery three special lines in heavy wool are being offered at \$1.25, \$1.75 and \$2.25 per dozen. These goods are controlled by the firm for this market and the values are considered to be unsurpassed.

The dress goods department of this house is, as usual, of great interest to the retail trade. In black materials their "Crescent" brand of black stuff comprises the latest products of the European markets, and includes plain and figured in all-wool, wool and mohair, silk and wool, plain cordette, crepines, zibelines, and plain camel's hair fabrics. In this wide range will be found sightly goods to retail at from 50c. to \$4 a yard.

In colored fabrics there is a tendency to plain stuffs, and a range of cheviots, homespuns, box cloths, mixture cloths with pirle finish, etc., include all the leading shades. There are several ranges of cheviots which are very handsome. Attention is also called to several lines of plaid camel's hair fabrics in the new combinations of color.

For blouses, they have done well this season with their line of plain opera twills, French flannels, in pinks, blues, cardinals, creams, heliotrope and mauve, which are going so well in the United States markets. Also a magnificent range of printed French flannels to retail at 50c., various sized dots, stripes and fancy figures in all the leading colors.

A German novelty is the persianna effect; plaid ground with a large over-check of black persian lamb. This makes a handsome Fall costume. The firm's "Seabelle" serges for costumes in black and navy are again shown in a full range of prices and qualities.

In silks, the buyer has been very fortunate in getting hold of two special lines of black peau de soie at 75c. and \$1, which will be leaders. In black satins, 24 inch yarn-dyed satins of special value, to retail from 65c. to \$1.25, will interest the trade. In colored satins, five ranges with the leading colors in each range, black mervilleux, faille, gros grains, and black taffetas, etc., are complete, and the values are considered unsurpassed in this market. In addition to these the depart-

ment is showing the usual large variety of blouse silks in stripes, plains and figures. This is another velvet season, and the buyer has made provision for it by a supply of their celebrated "Imperial" brand of black and colored velveteens. There is in stock, this season, a large supply of their No. 120, to retail at 50c., which can always be had. A full range of Lister's black silk velvets is shown.

In hosiery and gloves, a fine range of ladies', misses' and children's cashmere hosiery, to retail at popular prices, will be found. They have made special provision for prompt deliveries of their No. 308, their two and one rib, eight-fold knee cashmere hose. In cashmere gloves, they are showing a large range of various qualities in plain cashmeres, taffetas, etc.

The skirt department has made provision for a big Fall trade in ready-to-wear garments. Special value is being shown in serge skirts, cheviots, box cloths, check cheviots, poplins and figured black, etc. In ladies' underskirts are shown a large range, also Winter blouses.

The staple department show printed velours, to sell from 10 to 20c. per yard. In linens, the range of 36 inch Irish apron dowlases, plain and bordered, are shown at scarcely any advance over last season. The same goods, with embroidered and tambour border, are very striking. The firm's range of toweling in hucks, crashes, and check glass toweling are shown in the firm's registered brands and 10 different numbers of these goods are offered at very reasonable prices.

A novelty this season is a 40-inch wide lace and insertion art muslin. This is shown for the first time, along with a line of lace muslins. Both have sold splendidly.

John Macdonald & Co. report good business in their carpet and housefurnishings department. Their stock of 4/4, 5/4, 6/4 and 8/4 floor oilcloths, both in patterns and prices, is fully assorted. Their assortment of chenille and tapestry table covers is excellent value and fully assorted in the different sizes. White and colored quilts are greatly in demand at present, and we know of no better stock to select from than theirs. They are showing a very extensive assortment of lace curtains, ranging from the lowest to goods that can be retailed at \$6 per pair. Also tapestry and chenille curtains in great variety. Our attention was directed to 30 pieces of Japanese matting of superior quality they are clearing at reduced prices.

They are showing cocoa mattings in all widths. Rugs and mats in jute, axminster, moquette, plush and wilton are very much in evidence, and the assortment is easy to select from.

In woollens, all orders are very good to date and ahead of last year and no sign of being at an end. Worsteds and serges are selling very freely for men's wear, and when the season opens tweeds will be in larger demand than they have for several seasons. Stripes for suitings have been received with more favor than they have been, and in colorings it is going to be a grey year. In ladies' woollens, homespuns will be much in evidence, in plain colorings, herringbones and small mixtures. Khaki, when the soldiers come back, will, no doubt, receive attention. Large checks are not the free sellers they were a season ago. John Macdonald & Co. report that the demand for their Celtic homespuns has far exceeded expectation and they have made large contracts for the coming season in anticipation of repeat orders.



## HOTELS FOR COMMERCIAL MEN.

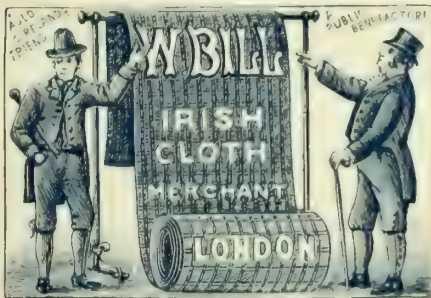
|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " .....               | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " .....               | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " .....               | Walker House      |
| Winnipeg .....        | Leland            |
| " .....               | Winnipeg Hotel    |

ALVINSTON WOOLEN  
MILLSE. WARNER & SON.  
ALVINSTON, ONT.

Manufacturers of ---

Woolen and Union  
Blankets . . . . .We use Canadian Wool only—the best in the world  
for blankets.

WRITE FOR QUOTATIONS.

31 Great Portland St. W., London, Eng.  
T. A. "Selfhelp," London.

**IRISH FRIEZES** for extra heavy **GREATCOATS**, 6/ to 10/6 per yard, double; about \$1.50 to \$2.55

**IRISH TWEEDS** for thick, warm **WINTER SUITS**, 2/6 to 4/ per yard, single; about 60c. to \$1.00.

**IRISH HOMESPUNS** for country **LOUNGE WEAR**, 2/ to 3/6 per yard, single; about 50c. to 85c.

**SERGES and CHEVIOTS** various weights and qualities, for ordinary wear.

With the reduced tariff, these excellent **IRISH** Cloths should be on the counters of every Tailor and Storekeeper in the Dominion anxious to do himself and his clients justice. Samples on application, or a visit from their Buyer, when in London, will be sure to turn out mutually advantageous.

## Our Goods

are just what you require to  
advertise and increase your  
trade.

## We Make a

magnificent line of the latest  
Artistic Window and Interior  
Display Fixtures for every  
line of trade.

Send for Catalogue.



Most Attractive Glove Stand on the Market.

Fancy Mirror Shoe  
Stand.

**Toronto Brass Mfg. Co.,** 91-93-95 Richmond St. W.





## THE CANADIAN OUTLOOK IN PRICES.

**L**ARGE buyers continue to disbelieve in any decline in prices of staples in this market. As they assert that neither wholesalers or retailers in Canada paid the highest prices of last season, they do not see how there can be any sagging away from the slight advances made in this market last year. Canadian importers, as a rule, especially the larger ones, claim to have renewed their contracts at figures still considerably below the highest prices prevailing abroad. This enables them to offer a number of staple lines at what are practically former figures, so that they refuse to believe in a decline in these markets. The cotton mills are busy, and no decline in prices is either expected or has been announced from them. Purchases of raw material, now being worked on, were made at high rates, and this, it is thought, forbids a cut in prices by rival mills.

Despite these facts, the reports of quieter trade in the United States, owing to the elections, the doubtful reports from the wool markets, and sensational crop reports from Manitoba, have produced a number of disquieting rumors, which have no special basis, as to Fall trade prospects. In reality, the outlook in Canada is favorable and trade for months ahead promises to be brisk.

## THE ENGLISH WOOL MARKET.

Advices from Bradford the last week in June show no changes to speak of in the quotations for imported wools. Prices have not declined at all since the last London wool sales; in fact, the feeling is said to be somewhat stiffer. There is going to be a shortage from the Cape, especially in mohair, owing to the war, but no definite information on this point is yet (June 26) forthcoming. In English wool prices continue to rule low as before, except that the demand for bright yarns made from English pure lustre wools leads to some expectation of better prices for them.

## THE RAW COTTON MARKET.

The market continues strong, owing to the crop reports and other causes. New York quotations of June 25 show: Middling uplands, 9 9-16c.; middling gulf, 9 13-16c., with futures in all cases above 8c.

## SCOTCH LINENS.

Dundee advices say: "Linens in all positions are dull. The sharp rise in values has caused the home buyers to pause. It is evident, however, that owing to the increasing value of good flax, prices cannot be expected to fall. Indeed, one would not be surprised to hear that some of the leading firms may issue advanced lists. They are engaged on large orders for Government business; other foreign States also require heavy linens. In these circumstances, with the greatly increased cost of production, it would seem impossible to expect anything but higher price lists. There is again an active demand for the best classes of heavy linens, both on the Continent and in this market. True, the flax yarn market, owing to the absence of orders for the usual Fife and

Forfar trade, has been stagnant. This week, however, orders are again being placed which make spinners who can produce the heavier grists independent of the orders for the lighter sizes."—Textile Mercury.

## CANADIAN COTTON STOCKS.

The Summer months usually show a decline in Canadian stocks quoted on the share markets, and this often includes the whole lists, banks, railways, lighting companies and industrial stocks. The cotton companies' stocks, however, show little fluctuation, being usually bought for investment and not for speculative purposes. The quotations of June 26 were:

|                           | Share. | Half-year dividend. | Sellers. | Buyers. |
|---------------------------|--------|---------------------|----------|---------|
| Montreal Cotton.....      | \$100  | 4 p.c.              | 142      | 134½    |
| Canadian Colored Cotton.. | 100    | 3 p.c.              | 85       | 80½     |
| Merchants' Cotton.....    | 100    | 4 p.c.              | 130      | 125     |
| Dominion Cotton.....      | 100    | 3 p.c.              | 91½      | 91      |
| Montmorency Cotton.....   | ....   | ....                | 110      | ....    |
| Colored Cotton Bonds....  | ....   | 3 p.c.              | 100      | 99½     |

## MAGOG PRINTS PRICE LIST FOR FALL.

|                                           |        |                               |        |
|-------------------------------------------|--------|-------------------------------|--------|
|                                           | C.     |                               | C.     |
| Salisbury .....                           | 8      | Ladas tweed. ....             | 12     |
| N. F. fancy costumes .....                | 9      | Heavy moles .....             | 16     |
| N. B. fall suitings .....                 | 9      | Extra heavy moles .....       | 20     |
| Fancy wrapperettes .....                  | 11     | Twill cretonne .....          | 7 1-2  |
| Reversible wrapperettes .....             | 11     | Ottoman cretonne, 30-in ..... | 9 1-2  |
| Costume twills .....                      | 10     | Oatmeal cretonne .....        | 11     |
| Coat lining .....                         | 10 1-2 | S. C. indigo .....            | 8 1-2  |
| T. K. napped skirting .....               | 11     | N. H. H. indigo .....         | 10 1-2 |
| S. K. " .....                             | 12 1-2 | D. C. " .....                 | 10 1-2 |
| Moreen skirting .....                     | 10 1-2 | G. C. " .....                 | 12 1-2 |
| X X K. " .....                            | 10 1-2 | H. H. H. prints .....         | 9      |
| Heavy twill .....                         | 11 1-2 | H. H. H. anilines .....       | 10     |
| Napped sateens (aniline and indigo) ..... |        |                               |        |
| 12 1-2C.                                  |        |                               |        |

## SLEEVE LININGS.

|              |          |                          |          |
|--------------|----------|--------------------------|----------|
| No. 11 ..... | C.       | No. 22 X .....           | C.       |
| No. 22 ..... | 8 net    | No. 22 embossed .....    | 10 net   |
| No. 33 ..... | 9 1-2 "  | No. O. C. .....          | 11 1-2 " |
| No. 44 ..... | 10 1-2 " | No. O. C. embossed ..... | 12 "     |
|              | 12 1-2 " |                          | 13 1-2 " |

## OVERCOAT SLEEVE LININGS.

## CANADIAN OILCLOTH PRICES.

## ENAMELED OILCLOTH.

|                                                     | New List.         | Old List.         |
|-----------------------------------------------------|-------------------|-------------------|
|                                                     | in 12 yd. pieces. | in 12 yd. pieces. |
|                                                     | Widths.           | Widths.           |
| Muslins.                                            | 5/4 50 in. 6/4    | 5/4 50 in. 6/4    |
|                                                     | Cents.            | Cents.            |
| Black, bright (glazed) and dull finish, per yd. .18 | 20 24             | 16 22             |
| Black, patent face, per yd. ....                    | 22 24             | 20 22             |
| Browns, greens and maroons, per yd. ....            | 23 26 30*         | 22 25 29          |
| Russet and tan, per yd. ....                        | 23 26             | 22 25             |
| Blue, yellow and red, per yd. ....                  | 30* 34*           | 29 33             |
| Scarlet, white and crimson, per yd. ....            | 47                | 40 45             |
| White sign cloth, per yd. ....                      | 18                | 17 23             |

## Drills.

|                                                     |           |          |
|-----------------------------------------------------|-----------|----------|
| Black, bright (glazed) and dull finish, per yd. .24 | 26 32     | 22 24 29 |
| Black, patent face, per yd. ....                    | 27 29     | 25 27    |
| Black, tan back, patent face, per yd. ....          | 33        | 30       |
| Black, figured back, per yd. ....                   | 29 32 37  | 27 29 34 |
| Black, brown back, per yd. ....                     | 32 34 39  | 29 31 36 |
| Browns, greens and maroons, per yd. ....            | 33 35 40* | 32 34 38 |
| Russet and tan, per yd. ....                        | 33 35     | 32 34    |
| Blue, yellow and red, per yd. ....                  | 38* 42*   | 37 40    |
| Scarlet, white and crimson, per yd. ....            | 50* 56*   | 50 56    |

## CANVAS STAIR OILCLOTH.

|                                           | New List.   | Old List.   |
|-------------------------------------------|-------------|-------------|
|                                           | Widths—     | Widths—     |
|                                           | 2/4 5/8 3/4 | 2/4 5/8 3/4 |
|                                           | Cents.      | Cents.      |
| Canvas back .....                         | 09 11½ 14   | 08½ 11 13   |
| Painted back .....                        | 12½ 16 19   | 12 15 18    |
| Lengths of pieces 30 yards.               |             |             |
| Terms: Cash, less 3 per cent. in 10 days. |             |             |

## TABLE, SHELF AND COTTON STAIR OILCLOTHS.

|                                           | New List.     | Old List.     |
|-------------------------------------------|---------------|---------------|
|                                           | Widths.       | Widths.       |
|                                           | 5/4 6/4       | 5/4 6/4       |
| Fancy mosaics, per piece of 12 yards..... | \$2 20 \$3 20 | \$1 85 \$2 70 |
| Fancy marbles, " " " .....                | 2 20 3 20     | 1 85 2 70     |
| Fancy Woods, " " " .....                  | 2 20 3 20     | 1 85 2 70     |
| White Marbles, per piece of 12 yards..... | \$2 40 \$3 40 | \$2 00 \$2 85 |
| White Muslin, " " " .....                 | 2 40 3 40     | 2 00 2 85     |
| Colored Muslins, " " " .....              | 2 40 3 40     | 2 00 2 85     |
| Bronzes, " " " .....                      | 2 40 3 40     | 2 00 2 85     |
|                                           | 11 in. wide.  | 11 in. wide.  |
| Shelf oilcloth, " " " .....               | 0 60          | 0 53          |
| Shelf oilcloth, " " 24 " .....            | 1 20          | 1 05          |

We have received a full and complete stock of skins for our manufacture of furs required during the coming season, and can safely guarantee our customers entire satisfaction in filling orders where **QUALITY** and **FINISH** are indispensable.

**EDGAR,**  
**HATS**  
 and  
**FURS.**

**CORISTINE & CO.**  
 517-519  
 St. Paul St., **MONTREAL.**  
 Successors to **GREENE & SONS COMPANY.**



**KLONDYKE  
BRACES**

are right for Strength,  
Comfort, Appearance  
and Price.

**YOU TRY THEM!**

Made of white horsehide. Will not stain the  
clothes, nor break, nor pull off buttons (a pointer).  
The throw-off is a marvel of simplicity and strength.  
Guaranteed for 3 years—will likely last ten. Send your  
broken pieces by mail and have them replaced free.

Price, \$4.50 per doz., less 5 cash.  
(Cheap lines also.)

**W. J. CHAPMAN, MANUFACTURER,**  
**WINGHAM, ONT.**



*Both retailers and owners  
should have these  
braces.*

**THE VANCOUVER AGENCY, LIMITED.**

# WHOLESALE DRY GOODS

**Victoria Lawns, Swiss Embroideries,  
 English Blankets, Prints, Dress Serges,  
 Towels, Colored Silkettes, Cretonnes,  
 Lace Curtains, Ribbons, Etc.**

Sole Agents in British Columbia for

**JOHN S. BROWN & SONS, Belfast**  
 Celebrated "**SHAMROCK**" Table and Household Linens.  
**THE YORK ST. FLAX SPINNING CO., Limited**  
 Household, Etc., Linens, Canvas, Towelling, Etc.

Also Importers of Ore Bags, Fire Bricks, Oils, Fire Clay, Crockery, Etc.

Write for prices to  
**605 Granville Street, VANCOUVER.**

HEAD OFFICE:  
**49 to 57 The Albany, LIVERPOOL, Eng.**





THE  
**John D. Ivey Co.**

..... Limited

**For Present  
 Wants.**

White, Black,  
 Cream  
 Chiffons.  
 Black Velvet  
 Ribbons,  
     all widths.  
 Straw Sailors.  
 Grey and  
 Castor Felts,  
 including  
 "Ladysmith"  
 and  
 "Volunteer"  
 Shapes.



**For Fall.**

Our  
 Travellers  
 are out with  
 Fall Samples.  
 They cover  
 the ground  
 from coast to  
 coast.  
 Kindly hold  
 orders  
 until you have  
 seen our  
 Range.

**MILLINERY**

**FILLING LETTER ORDERS A SPECIALTY.**





The

# Millinery Season

*Mantles, Trimmings and Laces.*

## THE CANADIAN MILLINERY CENTRES.

FROM all that can be learned the Fall millinery openings in more than one Canadian city, at the end of next month, will be exceptionally brilliant and satisfying to the retail trade. It is early yet for any wholesale importer to even speak of the openings, as many novelties will not make their appearance in this market until the middle of next month. But year by year these openings gather in importance, and a visit to the markets at that season is considered opportune by buyers of millinery as well as other buyers. They are well-repaid for the time and the cost of the journey. The big importers are making extra preparations this year. Buyers are now abroad. They will not be back for some time yet, so that the trade may confidently expect a fine showing of millinery this time.

## NEW YORK JULY TRADE.

Broad-brimmed, sweeping, tilted, twisted hats, with medium-high crowns, the edges of the brim and sometimes the top of the crown bordered with an inch-wide band of black velvet, are the preferred hat forms of the moment for the better trade. Gainsborough, shepherdess, Rembrandt, coaching, picture, or whatever you may call them, are the hats of the Summer. Trimmed with big clusters of roses, outside and under brims with trailing foliage to match, is all there is to the hat at the moment. For beyond the braid, the velvet band and the flowers there is nothing else on them. Surely a milliner's ideal Summer season and precisely as we foretold it.

Roses are supreme, and pink roses at that. These hats have a beautiful and effective appearance that is sure to make good business for the milliner who sees her opportunities and pushes them forward.

Women who have waited to buy their Summer hats are sure to be pleased, as these forms do not cling to precise outlines in one direction. Styles are as broad and limitless as are the assortments of braids and the number of fingers that are used to put them together.—Economist.

## PARIS STYLES.

In Paris this Summer the Exposition is creating a gorgeous display both in costumes and millinery. White hats trimmed with flowers, especially roses, are seen everywhere.

Straws trimmed with tulle and white feathers go with light Summer dresses of the muslin or foulard class. Small roses and marguerites are much in favor at the moment.

One model in a leading establishment is a black straw trimmed with roses and a black feather with aigrette. Another

black hat, with a high crown, was set off by one large white feather twisted artistically around the crown. This went with a costume in black and white, and was a most stylish effect.

A black toque was trimmed with black feathers and an aigrette. A touch of blue velvet gave the necessary color, which would be that of the dress.

Sunshades, dome-like in shape, are worn on all sides, in carriages and by ladies on foot. They are made usually of a strong satin material, the prevailing colors being white, yellow (these go with some pretty yellow costumes) blue, cherry, rose and sage green. There is usually no lining, and linen tucks around the bottom are the chief adornment, except the handles which are various.

## SOME LONDON IDEAS.

There is a great deal of black just now, partly due to so much mourning, but also occasioned by the popularity of black and white costumes relieved by color in the hat.

One costume seen was black, with a yellow scarf worn at the neck, and the hat, a richly jetted high crown, looked very smart with yellow tucked chiffon. There were lines of black chenille on the brim, which was raised at the side, over a cluster of black silk roses, and the trimming was completed by wings of black lace slightly jetted.

Another taking model was a mushroom shaped blue straw hat. The low crown was encircled by tufts of small flowers, perhaps primroses, in a light shade of mushroom brown, and made of velvet, and veiled in black tulle.

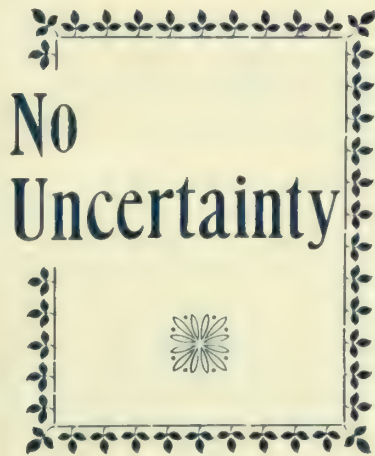
Yet another worthy of note is a hat of white fancy crinoline—the leaf overlaid with black silk net, hand-painted in curly lines of grey and white, to simulate ostrich feathers, which it did most successfully. Turquoise blue glaze, in small folds, covered the sides of the crown, and two tall loops of this made the sole trimming.

## SOME CARRIAGE HATS IN NEW YORK.

A very dainty carriage hat, of medium large size, with the crown low but definite, and the brim somewhat depressed and projecting in front is made substantially of pink chiffon shirred on fine gold wires. The facing is of white tulle, gathered to leave a narrow ruffle at the edge; clusters of three pink crushed roses are set at the front and at each side of the crown; from the top of the crown, gathered up to a point in the centre of the crown, falls a flounce of a very delicate novelty lace, veiling the roses; over the centre is posed a bow of many loops made of taffeta ribbon in two tones of pink, the loops pointed forward, and under the brim at the back is a half-garland of black silk roses.

A large hat, with very full cap crown of several thicknesses of white tulle, veiled with delicate Russian lace, and

# WHOLESALE MILLINERY



In making selection from our samples

## FOR FALL.

The trade as usual have the satisfaction in knowing there is no uncertainty with regard to Style and Value.

KINDLY RESERVE YOUR ORDERS.

# The D. McCall Co., Limited

# WHOLESALE MILLINERY

FALL 1900

OUR Travellers are now on the road with all the newest goods so far shown this season. Many new and desirable lines will not be placed on the market till near the openings; we are therefore instructing our Buyers to remain abroad later than usual in order to have all the latest novelties. Our stock will embrace everything desirable in Millinery Goods.

## CHAS. REID & CO.

9 and 11 Wellington St. East

TORONTO.



**MILLINERY—Continued.**

brim of tulle veiled with a lace flounce, has the crown banded in with folded bias white taffeta, and trimming of couples of blush crushed roses set at equal spaces around the crown, and a flat of No. 40 velvet ribbon set on a bandeau under the brim at the left side.

A toque of fibre braid in deep coral red, formed of a drooping plaque, and the brim, disposed in a triple roll, lifted high at the back by a knot and loops of miroir velvet in coral red, is trimmed with a garland of shaded red velvet cherries and green leaves, laid over the top within the innermost rool of the brim. A large carriage hat with tall, bell crown, of white fibre braid, banded half the depth of the crown with black velvet and then veiled with a flounce of a very delicate novelty lace, is lifted high at the front and faced with gathered white tulle, leaving a narrow ruffle at the edge. A bandeau of black velvet ribbons runs under the brim at the front, the bow resting against, and serving to hold three white ostrich tips, which are laid flat against the brim and curl forward.—*Millinery Trade Review.*

**THE MCKINNON CO. IN NEW QUARTERS.**

When a representative of THE DRY GOODS REVIEW called on S. F. McKinnon & Co., Limited, with a view to having a chat on the millinery situation, he was met by one of the company. Being the first time our representative had had an opportunity of looking through their new warehouse, he was escorted through the building, which is a model warehouse in every respect. It was erected for the company by Mr. S. F. McKinnon, the president.

The situation is first-class, being directly on the corner of Wellington and York streets, one block south and adjoining the warehouse which Mr. S. F. McKinnon erected two years ago, but which proved inadequate to the requirements of the business. The new building is an imposing structure, being nine storeys high, including the basement, thoroughly equipped and admirably adapted for the purposes for which it is being used.

The first four storeys are devoted to millinery. The four top storeys of the warehouse east on Wellington street are devoted to their manufacturing interests. One thing that must strike buyers very forcibly in going through this large building is the abundance of light in every corner, from the basement up, enabling every part of it to be used to good advantage.

Having returned to our starting point, we turned our attention towards the millinery situation as viewed by this large firm. Their mouthpiece said: "We would sum up the season drawing to its close as being in the main a satisfactory one. May, it is true, usually the best millinery month of the year, did not produce its usual results, a disappointment entirely due to the cold weather experienced almost from the beginning to the end of the month. Notwithstanding this slight drawback, we believe that the season will show good results, and at the close find millinery stocks low—the great point to be aimed at in these days when the character of goods changes so much from season to season.

"You appear a little surprised when I tell you that at this date a large proportion of our Fall importations have been sold. We have 16 representatives scattered over the different Provinces at this moment, and, from the orders coming in and experience generally, we are encouraged to say that in the main the business pulse is healthy and the outlook good. At the same time we would not be honest towards THE DRY

GOODS REVIEW, the trade, or ourselves, if we were to say that, in our opinion, the outlook was bright in all parts of the Dominion. In fact, reports from some sections have been and still are gloomy, and the caution signal has already been raised in those sections. Facts are facts and cannot be pushed aside, but, in a country so large and so varied in climate and interests, we could hardly expect encouraging reports from every part of it in one season.

"We, therefore, do not think that there is any cause for alarm, but rather, to the contrary, think that in the main there is sufficient encouragement for liberal buying, at the same time feeling sure that where a little caution is necessary it will be exercised.

"You ask about the new Fall goods. They are particularly new in character, and give assurance that millinery will not be wanting in richness and stylish effect. You have neither time nor space to give a detailed account of all that is new and novel in the Fall importations, so that we must be satisfied just to add a few special pointers.

"One feature of the trade will again be ready-to-wear hats. This may not be with best interests of the millinery trade, but popular favor demands them, and we believe that they will be sold in large quantities as early as July and August.

"Another feature will be silk velvets; not necessarily all plain goods, but also in panne, beaded and broche effects.

"Still another pointer, and I would like you to make a note of this and see how it comes to pass. Black and white will, in our opinion, have a big inning this Fall.

"We also think that velvet and satin ribbons will meet with much favor for early Fall. These and chiffon are prime favorites with the trade at the present time, and will likely continue to be for the July trade. We have grand faith in both and provided accordingly."

"Have you anything to say with regard to the manufacturing interests?" was asked. "Nothing beyond the fact that McKinnon-made jackets, costumes and skirts for Fall are meeting with great success. Even with the doubled factory space, which our new warehouse affords, every hour will be required to get our orders out in due time. As conclusive evidence that McKinnon-made jackets are correct in every particular, they have met with favor in all districts from the Atlantic to the Pacific, not only giving proof as to their merit, but proving that the domestic goods are driving the English and German-made jackets out of this market."

**THE BUSINESS OUTLOOK.**

The big importing houses are laying the basis for the Autumn trade. When THE REVIEW called upon The John D. Ivey Co., Limited, it was found that they were busy stock-taking, bringing everything from the shelves and corners into the middle of the floor, so that they could see just where they stood in every department. Said a director of the company, "It is the only way both for the wholesale and retail trade. If everybody went into the stock twice a year that would be a great factor in keeping buying in its proper proportions.

"We find business very good generally. It may be a little lighter in Manitoba than heretofore, but we have not yet felt it, as our orders to date are fully as good as last year. While there are several small failures, at present trade is in the most healthy condition in the history of the country. The weak are gradually being weeded out, so that those left are well-established firms with ample capital for their requirements. We find business harder and harder to get, but now when an order is booked we can generally count upon its being accepted

# FULL SAIL UP.

---

Samples of our Fall Importations of Millinery, Millinery Novelties and Fancy Dry Goods are now in the hands of our representatives in the different Provinces.

A careful look through the collection will convince of its high merit and selling strength.

## OUR REPRESENTATIVES

are covering the ground as quickly as it is possible to do, and we feel confident that those who have not yet had an opportunity of inspecting our range should, in their own interests, see it before placing their orders.

## OUR FALL RANGE

of McKinnon-Made Jackets, Costumes and Skirts has met with great success, and in our new warehouse, with a doubled factory capacity, we have "full sail up," which will all be required to get our orders out on time.

We heartily welcome buyers from any part of the Dominion to call and look through our new warehouse.

---

# S. F. McKINNON & CO.

LIMITED

Wellington and York Streets

## TORONTO.

35 Milk Street, London, Eng.  
1886 Notre Dame Street, Montreal.

90 St. Joseph Street, Quebec.  
75 Queen Street, Ottawa.



**MILLINERY—Continued.**

in its entirety, and need have little concern as to the financial part of the transaction."

Speaking of styles, Mr. Ivey said: "The season's shades, as previously announced, will range in greens, purples and blues. As to styles and trimmings, at this early date one can only talk of staple articles, but it is going to be a black velvet and black feather season, and the large picture hats will be more popular than ever. As to shapes, we are selling a lot of the new knock-about hats, including many of the military caste. Taking it all in all, we look for a bumper season, following as it will the best Spring trade in the history of the Canadian millinery business."

**THE POPULAR READY-TO-WEAR HATS.**

The travelers of the D. McCall Co., Limited, are now on the road for Fall business, and are experiencing a large demand for ready-to-wear hats, the favorite shapes for immediate delivery being of the Strathcona and Baden-Powell variety. They are showing a great variety of military effects, and, as they have large stocks, are in a position to fill promptly orders for any of these shapes. The comparatively high price of these novelties, however, is causing a good demand for straw sailors, the favorite of popular-priced hats this Summer.

In trimming materials, this house state that there is little change from last month. They continue to find a brisk demand for black, white and cream chiffon, and black velvet and satin ribbons in all widths, and intend to keep up their stocks of these throughout the month of July.

**WELL PREPARED FOR TRADE.**

A visit to the large showrooms of Charles Reid & Co., wholesale milliners, will well repay anyone who is interested in the business. This firm make specialties of different lines of millinery materials, and are in good position to fill orders for the Fall and Winter trade. They pay particular attention to the production of their own patterns in the very latest styles and goods, giving good ideas for the creation of new fashions or the coming season.

Mr. Reid, their buyer, is at present in Europe obtaining all the latest ideas in millinery from English, French and German markets, so that any orders placed with this firm are sure to be filled in the most satisfactory manner to the customer. In feathers, which are to be worn very greatly this Fall, Reid & Co. have a beautiful assortment in all shades, especially in black and white, as these colors are expected to predominate.

Wings and breast effects will be a feature of the Fall trade, and this firm exhibit a splendid line of them, as well as feather pompoms and fancy hackles.

In velvets, the usual Fall and Winter trimming and fancy crowns, which are to be worn in the Fall as much as last Spring, a complete line of goods and colors are shown.

Khaki is expected to remain as popular this Fall and Winter as it has lately been. In ready-to wear hats, Reid & Co. are doing a good business in the "Volunteer" and others of similar style, the hats being made in fawn or khaki and grey, trimmed with feathers in matching colors. A very pretty hat is their "Volunteer" or "Lancer," made of dark khaki and fashioned after the hats of the Australian soldiers in South Africa, that is, turned up at the side and trimmed where brim and crown meet with feathers of light and dark khaki.

Not only have Chas. Reid & Co. all the latest novelties out, but they are obtaining, through their buyer in Europe,

everything in the way of new ideas in millinery that will be popular this Fall, and state that it will be to the advantage of anyone desiring the latest styles to place their orders with them.

Mr. S. F. McKinnon, of S. F. McKinnon & Co., Limited, sailed for Europe on Wednesday, via ss. Teutonic. Mr. McKinnon purposes taking an extended trip through the European markets.

**A CRUSTY CUSTOMER.**

A wholesale house, situated not a thousand miles from Toronto, report having received the following letter from a customer:

—, June 7, 1900.

In reply, we have never paid for cases, and you know it very well.

We have always retained the right of returning all goods not satisfactory to us; this is an understanding that we have with all people from whom we purchase, and we do not buy one cent's worth of goods except on these conditions.

If you do not wish to comply with this, you will have to keep your goods.

You tell an untruth when you say that you fill your order "according to orders," and you know very well that you tell an untruth.

Yours truly,

This is a very discourteous letter, and one that no retail firm should write. Business is not promoted by this spirit. As to "the understanding" that he may return any goods not satisfactory to him, the wholesale houses from which he buys must have a nice time of it.

**THE DRESSMAKERS' FRIEND.**

The "B. and C. Wright Bust Form," which Brush & Co. will manufacture for the Fall trade, will be greatly improved, and will, no doubt, meet with a very large sale, as it is the only garment made which will give to the slender figure the graceful effect of the fuller developed person. The demand upon Brush & Co. from the dressmakers especially will require a large addition to their already large output.

**STRAW HATS UP-TO-DATE.**

Townsend, Grace & Co., of Baltimore, Maryland, whose advertisement appears on page 99 of this issue, have the best and most completely equipped factory in the United States, for the manufacture of straw hats. The motive power used being entirely electricity gives them the opportunity of making clean hats. The hats turned out by this concern can be relied on as being up-to-date in style, finish, and all those little kinks that go so far towards making desirable, easy-selling straw hats. Mr. Charles Seattle, who will represent them in Canada this coming season, has been on the road for a number of years, and is well known in the United States and thoroughly understands his business.

B. Allen, Toronto, has relinquished the agency for Dunbar, McMaster & Co., Limited, of Gilford, Ireland, linen thread manufacturers, and Frank & Bryce, Limited, 22 Wellington street west, Toronto, have been appointed to the agency.

Halifax has a new ladies' tailoring establishment. Mr. DeNigris, formerly with Wallace & Co., Montreal, is the proprietor, and the new establishment is at No. 122 Hollis street, opposite the Halifax Hotel.

The trade report that the new lines shown in Canada for the first time by The Colonial Bleaching and Printing Co., Montreal, have caught the fancy of the retail merchants in a marked degree. The designs are praised for their saleability in this market as exceedingly new and slightly.

**To Millinery Buyers of the Dominion:**

## Rogers' Classified Wholesale Millinery Directory

corrected to June, 1900, is now ready. Over 3,800 firms engaged in the importation, manufacture and jobbing of millinery goods listed. The rich and reliable firms of New York City especially indicated. In handy pocket form, and will tell a millinery buyer all (not a favored few) of the wholesale firms in any jobbing centre of the United States or Canada.

**SPECIAL NOTICE.**—Rogers' Directory is sent only to the Millinery Trade, their buyers or salesmen. Write on business stationery, mention The Canadian Dry Goods Review and a special price of One Dollar (Postal Note or Bank Note) secures the book, post-paid.

### Appended Testimonials are from the Best Trade Journals in America:

"We desire your directories and have placed your name on our exchange list."—*Dry Goods Economist, New York*, per Assistant Secretary.

"Canadian milliners wishing to know the leading U.S. wholesale firms should consult Rogers' Lists."—*The Canadian Dry Goods Review, Toronto and Montreal*.

"Edgar R. Rogers, of Southbridge, Mass., publishes the most complete Millinery Directories ever brought to our notice. Each branch of the trade is carefully listed, and a buyer in any department supplied with one of these guides has at his service the name and address of every manufacturer and agent."—*The Western Milliner, Chicago*.

"I have looked through your Directory of Dealers in Flowers and Feathers with a great deal of interest. Send me anything you get out as soon as printed, with bill."—L. D. COLEMAN, Managing Editor *Illustrated Milliner, New York*.

### What the Trade Thinks of Rogers' Lists:

"Enclosed find check for \$1.50 for the three lists. They appear to be very complete and I think will be of considerable use to me."—DAVID SPERO, importer, 696-702 Broadway, New York.

Remit \$1.00 (special price) for the complete directory; circulars gratis. Address,

EDGAR R. ROGERS,

Y.M.C.A. Building,

SOUTHBRIDGE, MASS.

A LONG FELT WANT SUPPLIED.

American Silk Waists

AT AMERICAN PRICES

Can now be secured from . . .

THE AMERICAN SILK WAIST MFG. CO.

323 St. James Street,

. . . MONTREAL.  
Samples and Prices on application  
Prompt attention to Letter Orders.

# COCKBURN & REA

Wholesale  
Millinery



Returned to  
Cockburn & Rea  
46 Bay St.,  
TORONTO.

Our preparations for Fall trade have been made on a more liberal scale than ever, to keep pace with our remarkable progress and success.

We are showing a splendid range of Felt Hats, in all latest military shapes, for present use.



# THE TRADE AND THE CUSTOMS.

PROPOSED CHANGES IN SYSTEM, AND THE VIEWS OF LEADING IMPORTERS THEREON.

Specially reported for THE DRY GOODS REVIEW.

EARLY last month it was announced from Ottawa that Hon. William Paterson, Minister of Customs, had in view several changes in connection with the Customs Department which would materially modify the present arrangements.

First. The monthly issue of trade returns, at present imperfect, is to be thoroughly reorganized and a better classification of the import and export trade promptly published each month.

Second. It was the Minister's intention to locate permanently a Board of Appraisers at Ottawa; this board to consist of five members, two of the members being already permanent officials of the Department at Ottawa, the Minister himself, and two others yet to be chosen. An official to keep the Department posted as to prices will visit the United States.

Third. A copy of the invoice accompanying each importation to be sent to Ottawa in addition to the invoice now furnished at each port of entry. It was announced that the object of these changes was to enable direct supervision to be exercised at Ottawa over the appraising and to secure a uniform system of valuation.

## VIEWS OF LEADING MEN IN THE TRADE.

Mr. E. B. Greenshields, of Greenshields, Son & Co., did not consider that the requisition of a duplicate invoice would cause the trade any inconvenience, providing the Department allowed the business community a reasonable time in which to secure the documents from the shippers abroad.

"As to the centralization of the statistical work at Ottawa," said Mr. Greenshields, "that is a matter of detail which I am not in a position to discuss. If, as some represent, it is not intended to keep a record of the goods entered at the different ports, but lump the figures for the country as a whole, I think it is a mistake, for the small economy so attained will be hardly worth the trouble. Besides, it seems to me that it is desirable, for many reasons which it is hardly necessary to specify, that the volume of business at the different centres should be known. Possibly, the Department hope, by centralizing the work at Ottawa, to avoid some of the inequalities that now exist in the matter of assessing duties at the different ports of entry.

"This is most desirable, but at the same time I believe that a detailed record of the goods and the ports at which they are entered should be accessible to the mercantile community."

Mr. John K. Macdonald, of John Macdonald & Co., Toronto, thought it would be the right thing. The third invoice, if intended to make for equality of duty on the same goods at different ports, will not be objected to by the importers. The honest importer has nothing to fear from any improvements made in the machinery of the Customs. What we all want is to be able to do business in one port the same

as in another. It is believed that you can import more easily at one place than another. If this change brings about equality in this respect it would please the trade.

Mr. McDougall, of Gault Bros. & Co., Limited, Montreal, remarked that the trade had no fault to find with the Department in the matter of the duplicate invoices, provided they were given a reasonable time in which to procure them, and the change was not sprung on them at short notice. He had little to say regarding the centralization matter, beyond remarking that if the Department really wanted to secure an equitable assessment of duties at the different ports they should have a traveling appraiser, like Mr. Brossard, the officer at Montreal, who thoroughly understood the dry goods trade.

Gordon, Mackay & Co., Limited, Toronto, say that at first sight the Customs changes strike them favorably. To be of value statistics must be correct, and a central Department under expert control will do better work than could be otherwise obtained.

Regarding invoices in triplicate, they think this most desirable. There are a number of small ports of entry where one official acts in every capacity (collector, computing clerk and appraiser, and this for all classes of goods), it is obviously impossible that he can always avoid mistakes, and the third invoice for forwarding to Ottawa will be a check upon his work.

They also think a properly constituted Customs Board, centralized at Ottawa, may be a benefit to honest importers, and is certainly most desirable if it puts an end to methods in vogue in the past. Customs authorities, armed with authority from Ottawa, have heretofore made a round of the importing houses, demanding access to their books, and, where this was granted, settled quietly for any mistakes they were able to find—their object being to put money in their own pockets, not to increase the revenue of the Government or to stop fraud.

On the whole, they see no objection to the proposed changes, but, on the contrary, think they may be of distinct benefit.

Mr. Morgan, of McIntyre Bros. & Co., Montreal, had not given the subject any great consideration. He did not see why the trade should make any objection to supplying duplicate invoices with their entries. It was a matter of detail that could be easily arranged.

The W. R. Brock Co., Limited, Toronto, said that if the arrangement proposed effected the objects in view it would be a good policy. But that remained to be seen. The complaint now made was that at smaller ports entries were made of the same class of goods at lower rates than at larger ports. The trade wanted this stopped. If the Minister's new suggestions accomplished that, then the trade would approve of them. A good deal depended upon the details of the plan. There were features of the Customs administration which undoubtedly

TELEPHONE 446.

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CLOAK CO., Limited**

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The "Empire" Tailor-Made  
Ladies' and Children's  
Cloaks, Suits and Skirts.

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Directors :

W. SANFORD ALLEY,  
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No 443. Stylishly Tailored Cheviot  
Serge Suit, in all latest colors, lined  
throughout. One of our leaders, price  
\$10.50.



Visiting members of the  
trade are cordially invited to  
visit our new show-rooms which  
are often pronounced "The  
Finest in Toronto." Church  
Street cars from Union Station  
pass the door.



No. 552. A Nobby, heavy Ribbed Serge Ladies' Coat  
in Grey, Oxford, Navy and Black, lined throughout  
with mercerised Italian. A great Seller at \$5.50.



# BUSINESS BRINGERS.



CLOTHING MADE BY US

IS MADE TO FIT,

MADE WELL, TO SELL WELL.

DO YOU SELL IT?

IF NOT, CONSIDER a proposition that's WORTH WHILE.

STUDY PRICES, GET SAMPLES, PROVE VALUE

OF THESE **SUMMER OVERMADES:**

| BICYCLE PANTS.       |                                              | MEN'S PANTS.       |                                           | MEN'S TWEED SUITS.                                |        |                                               |                                                           |        |
|----------------------|----------------------------------------------|--------------------|-------------------------------------------|---------------------------------------------------|--------|-----------------------------------------------|-----------------------------------------------------------|--------|
| No. 1                | Light Color, Small Check, 100 pairs, at..... | \$2.00             | No. 5                                     | Worsted Fancy Narrow Stripe, 75 pairs, at.....    | \$2.50 |                                               |                                                           |        |
| No. 2                | Scotch Plaid Check, 150 pairs, at.....       | \$2.25             | No. 6                                     | Grey Scotch Tweed, 85 pairs at.....               | \$2.50 |                                               |                                                           |        |
|                      |                                              |                    | No. 7                                     | Grey Scotch Tweed, 50 pairs at.....               | \$2.75 |                                               |                                                           |        |
| BOYS' 3-PIECE SUITS. |                                              | MEN'S TWEED SUITS. |                                           | MEN'S WORSTED SUITS.                              |        |                                               |                                                           |        |
| SIZES — 28 to 32.    |                                              | No. 8              | Small Dark Check Tweed, 65 suits, at..... | \$5.00                                            | No. 11 | Scotch Tweed, Medium Brown, 65 suits, at..... | \$8.00                                                    |        |
| No. 3                | Small Dark Brown Check, 85 suits, at.....    | \$3.50             | No. 9                                     | Light Brown Tweed, Small Plaid, 65 suits, at..... | \$5.50 | No. 12                                        | IRISH TWEED, 50 suits, at.....                            | \$8.50 |
| No. 4                | Small Grey Check, 75 suits at.....           | \$4.00             | No. 10                                    | Light Brown Plaid Tweed, 45 suits, at.....        | \$6.50 | No. 13                                        | Scotch Mixtnre, Light Brown, 48 Suits, at.....            | \$8.50 |
|                      |                                              |                    |                                           |                                                   |        | No. 14                                        | Scotch Tweed, Light Brown Herringbone, 40 suits, at       | \$8.50 |
|                      |                                              |                    |                                           |                                                   |        | No. 15                                        | Grey Tweed, Small Check, D B vest no collar, 30 suits, at | \$8.50 |
|                      |                                              |                    |                                           |                                                   |        | No. 16                                        | Fancy Stripe Worsted, 60 suits, DB vest no collar, at     | \$9.50 |



## Sample Suits Sent

Express charges paid both ways.

# W. E. CHALCRAFT & CO.

*Makers of Fine Clothing*

LET US HEAR FROM YOU.

**...TORONTO**

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HAS MOVED US TO THIS BIG BUILDING  
WHERE WE MAKE CLOTHING THAT CAN MAKE  
CUSTOMERS FOR YOU.

SEND FOR SAMPLES.



## W. E. Chalcraft & Co.

Makers of  
Fine Clothing

71 and 73 YORK STREET

TORONTO





called for alteration. Under the present tariff, while the classification of goods was simpler, the actual work about customs entries was more complicated than before. It would be desirable if the system could be simplified by the means proposed or by any other means.

Mr. D. Morrice, jr., of D. Morrice & Co., speaking from the Canadian manufacturers' standpoint, said that if the Department did not intend to keep any record of the goods entered at Montreal, the trade should object. It was necessary to know, in his opinion, what volume of foreign competition there was to meet at certain distributing points, and, if the point of entry could not be traced, it would be impossible to do this.

Mr. R. R. Stevenson, of Stevenson, Blackader & Co., took precisely the same stand. It was necessary to know what quantity of foreign material was being turned over at particular points, and, if the Government did not intend to give this information, they should certainly be requested to do so.

Mr. Frederick Wyld, of The Wyld-Darling Co., Limited, Toronto, said that if the objects of the changes mentioned were to improve the system now in vogue, no objections would be raised to it.

But there were several things which had to be kept in mind. In the matter of triplicate invoices, for instance, there would be no objection to that provided sufficient time were given for the notification of European houses. If it was intended to apply the rule to shipments now on the way, Canadian importers would have extra work in making another copy of the invoices.

Then, in the matter of a permanent board at Ottawa, this would work well if experts were appointed. There would be no use in choosing politicians who had no expert knowledge of the dry goods trade or any other branch of trade. The same argument would apply to the appointment of an officer to visit the United States. If he was a competent business man, journeying there for purely business purposes, no objection could be raised, but it was desirable in these matters to avoid choosing party hacks.

While a uniform system of values was a good thing, care must be taken not to commit the mistake of enforcing uniformity of prices. If a large importer, as many did, got goods in large quantities at a certain rate, it was not fair to put him in the same category as an importer who bought a few pieces and, therefore, paid a higher rate for the same goods.

Mr. Brophy, of Brophy, Cains & Co., discussing the proposed changes in the Custom regulations, remarked that as he understood them they had both their good and bad points. At first he was given to understand that there was to be no detailed record kept of the volume and classification of the imports at Montreal and other ports. He now understood that this was not correct, but that the detailed information would be available at Ottawa. Of course, it was far easier for the trade, under the present system, to get the information they wanted from the Customs house here than to write to Ottawa for it, but that was not a very important objection.

One strong point in favor of the centralization of the work at Ottawa was that the Department would have a copy of every invoice from all the different ports of entry on which an entry was passed, and it could easily be ascertained if the same class of goods were being entered at a lower rate of assessment at

one port than another. This would be a step in the direction of equality of appraising, which the trade tried to secure some years ago by urging the appointment of qualified traveling appraisers.

"The filing of duplicate invoices," said Mr. Brophy, "is a matter that may cause some trouble. For instance, there are houses that we deal with which have to make special extensions under the Canadian Customs law, and, if they have to make copies, it means so much extra work that someone will have to pay for. If the Customs people would accept a copy drawn up by the importer in cases of this sort the trouble would be avoided, and I may point out that, in the case of English goods, this is quite permissible. Under the British Trade Marks Act, payment on any goods on which a false declaration has been made cannot be collected. Sellers, therefore, if they are dealing with scaly customers, under this Act run a chance of not securing payment for their goods. In one case in London, Eng., that I know, a leading retail draper, who had bought what he supposed to be linen goods, found that they were cotton. He refused to pay for them, sold the goods, and turned the proceeds over to charity as an example to the dishonest seller. If there was some such provision in the Canadian law, it would be a strong check upon false declarations at our Customs houses. Dishonest importers would then be running a chance if they dealt with unscrupulous customers of not obtaining payment for their merchandise."

Mr. James D. Allan, of A. A. Allan & Co., Toronto, remarked that it was extremely difficult to reduce the business of appraising to a satisfactory basis. At present it often meant that a man who was well posted in pig iron had to estimate values on silk, and it was impossible in a country with such a variety of imports as Canada to have men as Customs appraisers who would be experts in all the different lines imported. In the matter of furs, for example, there was no person with any real expert knowledge, although the appraisers seem to have good common sense.

A reconstituted board therefore at Ottawa, such as was proposed, might call in expert knowledge and therefore evolve a satisfactory way of reaching fair conclusions. Mr. Allan said he was in favor of all measures which would tend to remove any unnecessary obstacles which hamper importers. He believed that the vast majority of traders in the country were doing business honestly, and while these should be as little hampered as possible, it was also advisable to withdraw any mistaken leniency in dealing with importers who did offend.

As regards the issue of statistics from Ottawa, he thought the plan proposed was a good one. It was a matter which could be best worked from a central point and in the value of such statistics speed and publication was everything.

#### **SPLENDID PLACE TO SEND SURPLUS STOCK.**

Benning & Barsalou's, St. Peter street, Montreal, is one of the eldest auction houses in Canada, being established in 1830. This house offers merchants a splendid place to send their surplus stocks, of not only dry goods, but boots and shoes and general merchandise, to be disposed of, and we have no hesitation in recommending them as being in a position to give first-class services in every respect. It is understood that Benning & Barsalou make liberal advances on every class of merchandise consigned to their care. They give as references the Bank of Montreal and La Banque d'Hochelega. Correspondence from merchants in need of their services is invited.



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## The All-Ways Ready Shirt Waist Holder and Skirt Supporter

is always all-ways ready for use.

Requires absolutely no sewing either at the waist or skirt.  
Makes waist line smaller.  
Will not rust or corrode.  
Made of webbing and aluminum.

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### Brush & Co., Toronto

SAMPLE ORDERS SOLICITED



PATENTED JAN. 10, 1900.

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TORONTO.

*all cut on this page  
returned no money  
see cut book no page 37*

## FALL NOVELTIES.

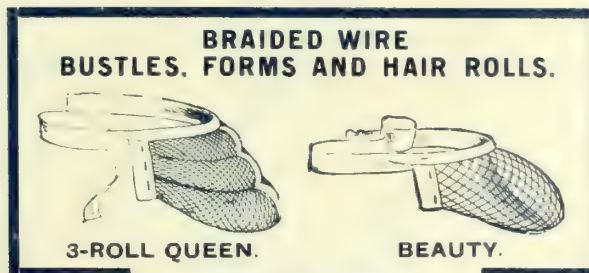
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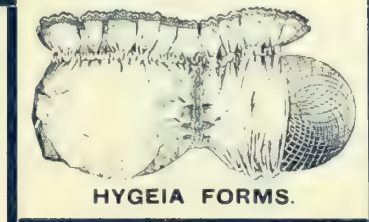


3-ROLL QUEEN.

BEAUTY.



COMFORT  
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THE ONLY PERFECT  
DRESS STAY.

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Bust Form.

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Kabo  
Bust Protector.



# The... Celebrated "Oxford" Underclothing

LATEST NOVELTIES.

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Factories: Oxford  
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Trade Mark of  
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"Oxford" Underclothing.



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"Oxford" Underclothing

**W. F. LUCAS & CO.,** 129a London Wall, **LONDON, ENG.**



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Send for our  
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We represent  
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sell only high  
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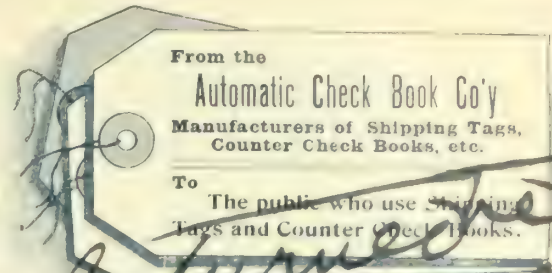
**Bust  
Wax  
Figures.**

SPECIALTY—Natural Prepared

### Plants for Decorations.

**DELFOSSÉ & CO.**

Room 7, 214 St. James St. **MONTREAL.**



**The AUTOMATIC CHECK  
BOOK COY**

46 and 48 Richmond St. West,

Branch Office,  
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Toronto,  
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**M**ANUFACTURERS and Printers of Shipping Tags, Invoice Tags, and Counter Check Books, also Duplicating Books for office use. We print both original and duplicate. Print in one or two colors, and carry the largest variety of Tags and Check Books of any firm in Canada. Sole makers of the Automatic Book that duplicates without the use of a carbon leaf.

## The B. & C. Wright Bust Form



*Is Superior to the Corset for  
the following reasons:*

It is graceful and perfect in shape.

Durable, easy and comfortable.

No heavy front, side or back steels.

The slender woman may wear a  
tailor-made gown.

It is a gentle shoulder brace.

The low bust effect may be obtained  
with the Form without padding.

It is the Figure that makes the Dress, not the  
Dress the Figure.

**SAMPLE ORDER SOLICITED.**



**Manufactured by**

**BRUSH & CO., TORONTO.**



## THE FALL TRADE.

### S. GREENSHIELDS, SON & CO.

IN black fancy dress goods, the range shown by S. Greenshields, Son & Co. in Priestley's goods for this season very much surpass any former collections of that firm's celebrated makes. All the latest novelties in makes and designs are being shown. They have also a very good range of plain goods in serges, soleils, sateens, eudoras, poplins, broadcloths, etc. A full assortment of above lines will be opened up on July 1.

S. Greenshields, Son & Co. report that one of the leading features for this Fall's trade will be the demand for printed opera flannels. They have already a great many sold, and, as the goods are now in stock, customers are buying for their seaside and country clients' wear. Besides the printed, plain and striped goods, they have also a line with silk embroidered spots, which is a good selling line.

S. Greenshields, Son & Co. will have a full range of their celebrated Stanley velveteens, in blacks and colors, after July 2. They have also a full stock of silk velvets, blacks and colors, black peau de soie, black damasse, black surah silks, black satins, etc. The firm state that there has been a big demand for black satins, and their second shipment is now in port.

In fancy dress goods, the taste seems to run to checks, both tartans and camel's hair effects for separate skirts, broadcloths, tweed effects, etc.

S. Greenshields, Son & Co. have just received a shipment of Crum's mercerized sateens in all the latest designs.

S. Greenshields, Son & Co. have just concluded a purchase of over 400 cases of job-printed cottons, including light, dark, fancy and indigo prints, costume twills and ducks. They will offer the entire lot to the trade at less than manufacturers' prices.

The firm have received a large shipment of Shiffli embroideries, insertions and all-overs, from  $3\frac{1}{2}$  to  $32\frac{1}{2}$  c. per yard.

S. Greenshields, Son & Co. have received a very large range of misses' and ladies' summer cotton vests for immediate use in bleached and unbleached goods.

A full range of valenciennes laces and insertions at all prices is shown.

### NISBET & AULD, TORONTO.

The extraordinary activity in the woollen trade the past two years has tested the capacity of the wholesale jobber to meet the demands of his customers. The tendency towards centralization extends to every department of commerce, and buyers of woollen fabrics patronize those houses whose stocks are complete in every detail as well as extensive enough to meet urgent demands for large quantities. Nisbet & Auld have kept pace with the improved conditions, and to-day their stock comprises every woollen fabric required by the trade for the various seasons. The increasing volume of their business enables them to handle large lots of clearing lines, which are secured at job prices and offered to their customers on close margins.

In men's woollens their stock is very comprehensive, and they carry at all seasons full ranges of worsteds, serges,

cheviots, vicunas, trouserings, etc., from the different well-known makers whose brands are established with the public. In the Spring and Autumn seasons they secure through their London agents the choicest effects in high-class novelties, and through this connection with the English centre of fashion they keep before their customers the newest fabrics and designs.

In trimmings they have established a splendid trade, built on a stock thoroughly assorted, carefully selected and of exceptional values.

Their "Premier" and "Humbert" brands of Italians, so well-known in the merchant tailoring and dry goods trade, are manufactured from the best raw materials, viz., Egyptian cotton and Botany yarns, and are unsurpassed for wearing qualities and finish. In high colors they carry a large range in 30 inch and 54 inch goods, the latter width being used more every season.

Nisbet & Auld report very strong demands for silk linings in the merchant tailoring trade, and they have made large purchases for the coming season in 27-inch, 30 inch and 54-inch goods, as they will be used to much greater extent for Autumn and Winter.

The outlook for Fall trade in woollens is very bright, and, with their increased traveling staff, they place their splendid range within reach of every buyer from Halifax to Vancouver.

### THE LONDON DRY GOODS DISTRICT.

A very interesting publication has just been gotten out by E. & H. Tidswell & Co., Wood street, London, England, whose dainty creations in lace blouses and robes are well known in this market. Messrs. Tidswell have issued a pictorial map of the dry goods district in London, England. This district, as Canadian buyers are aware, centres about St. Paul's Cathedral and the General Post Office. The map is a perfect reproduction of the streets and the buildings with the names of the firms, and shows completely the shortest way to get from one place to another. On the reverse side is a glossary of terms used in the dry goods trade, while a dress chart for women is also a feature. A copy of this valuable and interesting little publication will be sent to any Canadian merchant who writes to the firm for it. The same firm have also issued a sheet of cuts and short descriptions with the leading numbers of their new lines in lace blouses and robes, muslin robes and skirts. This useful publication may also be had for the asking.

H. H. Sutherland, of Sydney, has admitted his brother, F. C. Sutherland, as a partner into his Sydney business, under the firm name of H. H. Sutherland & Co. The new firm have an immense stock in their fine store, of furnishings, clothing and shoes.

The W. R. Brock Co., Limited, Toronto, state that they have the best value and largest range in imported wrapperettes, reversible salisburys, and printed flannelettes ever shown by them. Most lines are entirely confined to them for Canada and are the season's novelties.



# M. MARKUS

Foreign Manufacturers' Agent and Importer.

The following we always carry in stock:

We make a Specialty of . . . . . TRIMMINGS.

Compo. Buttons, Mantle Buttons, Covered Buttons, Gilt Anchor Buttons, Pearl Shirt Buttons, Fancy Vest Glass Buttons, Pants Buttons.

Chain Hangers, Pants Clasps, Hooks and Eyes, Bicycle Buckles, Overall Buckles, Rubber Tissue, Rubber Pants Protectors, Braids, Wax Crayons, Drafting Lead, Tailors' Chalk.

Silk Labels and Hangers,  
Shirt Labels and Hangers.

Corset Labels,  
Waist Bands.

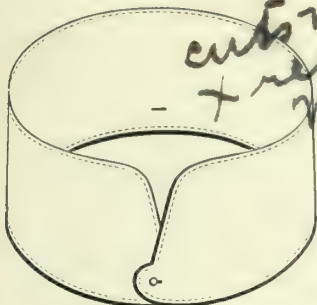
Velvets, Velveteens, Silks, Satins, Mantle Felt, Printed Felt, etc., etc.

Write for Samples. Letter Orders receive Careful Attention.

**30 Hospital Street, - MONTREAL.**

Branch: 67 Yonge Street, TORONTO.

## Important Announcement to the Gents' Furnishing Trade.



EASY TO BUTTON



REGISTERED

We are just receiving 25,000 DOZEN AUSTRIAN COLLARS in the following up-to-date shapes:

"SHAMROCK," 2 1/4, 2 1/2, 2 3/4, 3.

"WALES," 2, 2 1/4, 2 1/2, 2 3/4.

"EXCELLENCE," 2, 2 1/4, 2 1/2, 2 3/4.

"STAR," 2, 2 1/4, 2 1/2, 2 3/4, 3.

"BRITANNIA," turn down.

"HUTTON" (Roll), turn down.

also many other styles in Collars, and a full range of 1901 STYLE CUFFS.

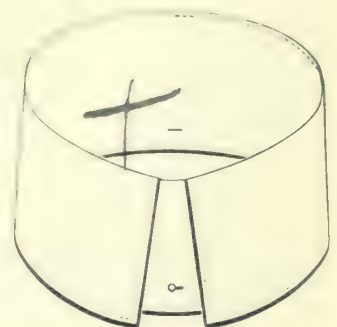
These goods are guaranteed hand-made indestructible button holes.

OUR REPRESENTATIVES are now out with a complete range of the above goods, also LADIES' BLOUSES, TOP SKIRTS and UNDER SKIRTS in all the latest NEW YORK and PARIS styles.

THE **CANADIAN UNDERWEAR CO.**

Manufacturers and Commission Merchants,

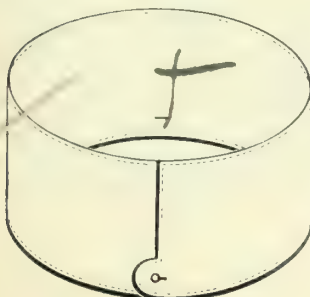
10 ST. HELEN ST., **MONTREAL,**



SHAMROCK



REGISTERED



EXCELLENCE



STAR round



## THE ANNULAR SPRING BRACE

Patented in England and Abroad.



NO BUCKLES, ENTIRELY NEW PRINCIPLE, ABSOLUTELY UNSURPASSED FOR COMFORT, EASE OF ADJUSTMENT, AND PERFECT SIMPLICITY. WORN BY THE LEADING SPORTSMEN, ETC., OF THE DAY. MANY LEADING HOSIERS WHO ARE MAKING A SPECIALTY OF THIS BRACE SPEAK HIGHLY OF THE BENEFITS DERIVED THEREFROM. HOSIERS, OUTFITTERS AND SPORTING TAILORS SHOULD WRITE FOR FULL PARTICULARS TO

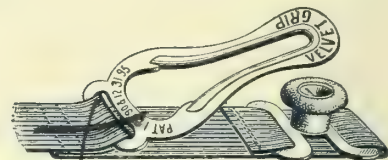
H. & CO., 35 Jewin Crescent, London, E.C., Eng.

## THIS IS IT—

The Cushion  
Button

*Both returned to me  
10/1/10  
Valley*

Hose  
Supporter



ASK YOUR JOBBER FOR IT.

Made in Canada By

**GLASSFORD BROS. & POLLOCK**  
MONTREAL

SOLE AGENTS FOR THE DOMINION

—For—

"PRYMS" CELEBRATED HOOKS AND EYES  
AND BENT WIRE GOODS.

## SAMPLES

now on the road.

Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we expect to occupy about July 10th, when we shall be able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction



"We Fear Nae Foe."



**The Berlin Suspender & Button Co.,**  
BERLIN, CANADA.

# The Goods we Manufacture:

**LACES.**—This Department is rapidly forging ahead, and we have consequently been obliged to give more accommodation to it. Being under experienced supervision, we shall keep our Customers posted up with Novelties. Also VEILINGS, CHIFFONS, and LACE ROBES.



**MADE-UP LACE.**—We are ready with the most recent French and other styles in Bows, Jabots, Fichus, Sailor Collars, etc. LACE SCARFS have been selling very freely and they will continue to be a good trade.



**COLLARS AND CUFFS.**—Our excellent reputation for Linen Goods is widely known. You should write for our Illustrated List of Collars. MUSLIN APRONS, of which we have a good range, are shown in this Department, as well as FRILLINGS.



**SHIRTS (Cotton and Flannel).**—Our range is larger and better than ever. We were the Originators of the Ladies' Shirt Trade, and we still maintain the leading position for high-class Goods. White Muslin Shirts with Silk Underslips will be much worn.



**SILK SHIRTS.**—This branch of our Trade has grown so much that we have been obliged to make it into a separate Department. We mean to make it grow faster, by giving keen and careful attention to the requirements of our Customers. Cream "Japs" and Tussock effects are going.



**BLOUSES.**—Year by year we are building up a sure reputation for these goods. We have some choice Novelties in Muslin Blouses for wearing over Slips. In manufacturing, special attention is given to style, fit, and finish. MUSLIN ROBES and CHILDREN'S SHIRTS are shown here.



**CRAVATS.**—We have many smart effects in Silk Bows and Ties, both Plain and Fancy. We wish to draw attention to the Woven Derby Tie, which is selling well. In this Department will be found a varied stock of PETER-SHAMS, BELTS and FANS.



**Tidswell's**  
3 and 2 Wood Street, London, Eng.

TELEGRAMS: "PRINCES DUNDEE"

ESTABLISHED 1840

## Andrew Mitchell & Co.

Limited

Jute and Linen Manufacturers,  
Dyers and Finishers, ... DUNDEE

Registered Office, 12 Princes Square, Glasgow.  
Town Office, 30 Cowgate, Dundee.

All kinds of Yarns and Twines, Padings, Cottons and Fine Hosiery, sackings, Baggings and Pockings, Canvas, Tarpanings, Wool, sheets, Sacks, etc., etc.

Specialties—Carpet Yarns, Flour and Cement Sacks.

Canadian Agents ...

### R. FLAWS & SON

DRY GOODS AGENTS

Manchester Buildings,

Melinda St., TORONTO.

## BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool.

Calling at Quebec and Plover St. P. Q. and Mexico, Ireland, each way, to embark and land Passengers and Mails.

"LAKE ERIE" and "LAKE CHAMPLAIN" (New).  
9,000 Tons, Twin Screws

| From<br>Liverpool |                                 |                | From<br>Montreal |
|-------------------|---------------------------------|----------------|------------------|
| Tuesday, May 15   | LAKE CHAMPLAIN, New, 9,000 tons | Friday, June 1 | 1                |
| " " 22            | LAKE ATLANTIC                   | " " 8          | 8                |
| " " 29            | LAKE SUPERIOR                   | " " 15         | 15               |
| " June 5          | LAKE ONTARIO                    | " " 22         | 22               |
| " " 12            | LAKE STANLEY                    | " " 29         | 29               |
| " " 19            | LAKE CHAMPLAIN, New, 9,000 tons | " July 6       | 6                |
| " " 26            | LAKE ATLANTIC                   | " " 13         | 13               |
| " July 3          | LAKE SUPERIOR                   | " " 20         | 20               |
| " " 10            | LAKE ONTARIO                    | " " 27         | 27               |

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

**Special Notice.**—The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government, will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

THE

## CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale  
Trade supplied.

D. MORRICE, SONS & CO., AGENTS  
MONTREAL and TORONTO

## DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,  
Cottons, and Velveteens,  
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

## BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.  
287 Yonge St., Toronto.

123 Bank St., Ottawa.  
47 John St., Quebec.



**A NEW DEPARTURE IN CLOTHING.**

**T**HE clothing trade has experienced quite a revolution during the past season or two, and the demand of the consumer is now for a much higher class of clothing than has heretofore been offered to the trade. The Lowndes Company, Limited, of Toronto, have anticipated this want, and are now offering a grade of clothing not excelled in style, fit or finish by any of the large houses of New York, who have necessarily to charge much higher prices on account of the lower tariff into Canada on imported goods. We think it would be to the advantage of every up-to-date retail clothier to inspect this line when buying Fall novelties.

**VANCOUVER AS A TRADE CENTRE.**

A Vancouver merchant writes **THE DRY GOODS REVIEW**: "I would like to draw your attention to the fact that little more than two years ago Vancouver City had but one wholesale dry goods house, while now she can boast of six, all of which are being well supported. This seems very good proof of the growth of the dry goods trade. The firm of MacKay, Smith & Co., who started up here two years ago, have already built up a large manufacturing business in British Columbia. We also have in Vancouver a very enterprising young firm which opened up about December, 1898, with an up-to-date stock of men's furnishings, and in connection with same a first-class tailor-made shirt department. I speak now of The Sandell Shirt Co. Mr. Sandell, the proprietor, is a young and enterprising man, a manufacturer of men's furnishings all his life, having left Toronto about four years ago, engaged by a Victoria firm. After being for a time with a Vancouver house he went into the retail business for himself and is meeting with every success."

**DETECTIVE MIRRORS.**

A mirror may be regarded as something more than a promoter of vanity, since it is often set to do the work of a detective. By well-arranged mirrors merchants can watch their customers, even when they turn their backs on them. Thus they save their costly stock and avoid giving offence to honest buyers. One jeweler in the west end of London has caught several well-dressed culprits simply by the aid of the looking-glass. Owners of street-corner coffee stalls find the detective mirror very useful. Petty pilfering goes on briskly around such stalls. One London coffee-stall owner declared that he used to lose a dollar a week in this way. Now he has mirrors fixed to the back and sides of his stall, and when his back is turned he can still watch his customers and protect his interests. A bookstall clerk told a similar tale. The theft of magazines and books represented a serious loss to the firm until adroitly-placed mirrors proved an effective check.—Exchange.

**SHORT-REELED COTTON YARN.**

We are glad to learn that there seems every prospect of a settlement of the dispute between the Scotch and Manchester yarn manufacturers regarding the export by the former of short-reeled yarn to Singapore. The production and sale of such yarn was some time ago declared illegal by the Manchester Stipendiary Magistrate, but as the Scotch manufacturers were not affected by that decision they continued to export to Singapore as before, with the result that they entirely killed the Manchester trade to that place, for Singapore buyers were accustomed to short-reeled yarn, and would not pay more for that which was the full length. The Manchester Chamber

tried to obtain a decision in the Glasgow Sheriff's Court on the legality of the Scotch procedure, but could not secure a hearing on a technical ground. The facts were thereupon brought before Sir Courtenay Boyle, who expressed the opinion that representatives of the Manchester Chamber and of the Glasgow Chamber or of the Scotch dyers should be invited to meet on the board of trade for the purpose of endeavoring to arrive at a satisfactory solution of the singular difficulty which had arisen. We now understand that the suggested meeting will shortly take place.—London Drapers' Record.

**TRIMMING NOVELTY.**

The coming season will, from all indications, give the dressmaker great scope in adorning the costumes with trimming novelties. Even the tailor-made costume has now a suitable trimming in the form of taffetta, applique, passamenterie, skirt panels, revers collars, etc. This line is shown in great profusion in both black and colors by Flett, Lowndes & Co., Limited, of Toronto.

**QUEBEC MERCHANTS ACTIVE.**

**A** DEPUTATION from the Retail Dry Goods Merchants' Association, of the City of Quebec, called on Mayor Parent, to object to the adoption of a by-law which would allow persons within or without the city limits to sell manufactured articles on the markets on payment of a tax fixed by the market committee. The deputation's objection appeared to be against the number of peddlars now selling around the markets, but their chief objection was against a woman dealer selling stockings and mittens on the Jacques Cartier market place. This dealer formerly resided at Lorette, but sold her goods on that market, paying for that privilege a license of \$120 to the city. A few years ago she removed to Quebec, leasing a store and paying a business tax to the city, and besides continued selling on the market, paying the ordinary peddler's tax. The market committee decided that she should pay a special tax, and a by-law was drafted to that effect. She agreed to pay the tax, but the retail merchants are against such a measure, alleging that she does an immense business in selling stockings and mittens and considerably injures the merchants, particularly in that locality. Consideration of the by-law was postponed.

**WHAT ARE OUR MERCHANTS DOING?**

The Merchants' Association, of New York, announce that they have received notice from the Trunk Line Association that the reduced rates from trunk line territory have been granted. This includes the territory as far west as Buffalo, and as far south as the line of the Ohio river. The tickets will be good to return 15 days from the date of sale. This action of the Trunk Line Association includes concurrence in action which may be taken by the other associations. Are Canadian houses equally active in securing similar concessions from the railways?

**RESTRICTED PRODUCTION OF WOOLLEN GOODS IN EUROPE.**

The United States Consul writes from Munich: "At a recent meeting of the United German Manufacturers of Worsted Goods in Leipzig (at which 1,400,000 spindles were represented), it was resolved to reduce production from June 1 to December 31, 1900, by 20 per cent. It is understood that the manufacturers of Switzerland, Austria and Russia have agreed to adopt the same course, in order to put a stop to further decline in prices."



## CANADIAN DRY GOODS IN AUSTRALIA.

THE Corticelli Silk Co., Limited, have recently opened a branch of their business in Sydney, Australia. They feel confident that Australia can be made a good market for Canadian dry goods, as well as for other manufactures. At present they intend to confine their Australian trade wholly to threads; but, with the development of trade, braids, in which they expect to do a large business, and all other lines will be introduced.

The bulk of the trade in Australia in silks, etc., has hitherto been carried on by English firms; but, as they only export spun silk, and the Corticelli people intend to place neat silk, a much higher class of goods, on the Australian market, it is not likely that the English merchants can rule the market. "Though," said Mr. Milligan, of the Corticelli Co., "as yet the Australian merchants have not used neat silk to any extent, and the people will have to be educated into its use. Our manager there, Mr. Robt. McPherson, reports that the Australians appear to regard Canadian-made goods very favorably, a number of firms doing good business in many different lines. We intend to export only Canadian-made goods, feeling sure that the present cordial relations existing throughout the Empire will make these goods a success. Australian buyers have in the past done business with our American factories, but we do not think that we can make American-made goods as popular as those made in Canada.

"A great deal depends upon the fiscal policy of the new Australian Commonwealth. At present, New South Wales is the only free trade colony, while all the others have a protective tariff, so that it is likely that the policy of the majority will be adopted. We do not intend to manufacture in Australia for some time yet, even if business should warrant us in doing so. We find that we can manufacture in Canada cheap enough to cover the cost of the freight there. As yet, we have shipped all our goods from Vancouver."

Mr. Milligan thought that a good trade could be developed in all lines of dry goods, and that there would never be any better time than the present to introduce Canadian goods into Australia, so many things having tended during the past few months to interest the people of the Island Continent in Canada and Canadians.

## FLAGS! FLAGS!! FLAGS!!!

A very complete assortment of flags will be found at P. Garneau, Fils & Cie's., Quebec—Dominions, Union Jacks, Ensigns and Tricolors, in 1 yard, 2 yards, 3 yards, 4 yards, 5 yards and 6 yards.

## THE P. O. CORSETS.

A notice from the Parisian Corset Co., of considerable interest to the trade, has just been made. They announce that in future the only corsets having the patent safety pockets will be the "Empire" and the "Flora." The trade, therefore, will take notice of this and order by the correct names.

## A SELLER.

Another novelty introduced by Brush & Co. is the "All-Ways Ready" skirt holder, which every well-appointed store should have in stock. It is surprising how a small novelty will attract custom to the store that introduces it, and at this season the "All-Ways Ready" skirt holder is just such a

novelty. As its name indicates, it is all-ways ready, as no sewing is required, and the waist and skirt are always in place when worn. We were surprised to note the attention this little article—25c. article—aroused in one large departmental store where it was being demonstrated, requiring two clerks to serve the customers.

## IMPORTED ELASTIC GOODS.

An interesting announcement in elastic goods is made by A. Stein & Co., 218 Market street, Chicago, Ill., in another part of this issue. They offer to send sample lines to any Canadian merchant who is desirous of seeing their goods, which include many numbers of fancy garters, ranging in price from \$7.50 per gross to the highest priced goods of this class. The better grades are all put up in nice lace-edged boxes with glass covers.

They also show a complete line of hose supporters, of which the "Flexo-grasp" is one of the features. These and other novelties are brought to the attention of the up-to-date merchant who is invited to send for samples.

## The Review's Directory of Agents.

*British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.*

R. FLAWS & SON, Manchester Bldg., Melinda St. Toronto.

Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, Sons & Co., Philadelphia, Pa.,  
Prints, Linings and Draperies.  
CARTWRIGHT & WARNERS, Limited, Loughborough, England,  
Hosiery and Underwear.  
D. SANDEMAN & Co., Leicester, England,  
Yarns and Warps.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 509 McKinnon Bldg. 19 Melinda St., Toronto, Woolens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Crochets, etc.

## CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

## SITUATION VACANT.

WANTED—A PUSHING YOUNG DRY GOODS MAN FOR early Fall. Must be good window-dresser and successful dress goods salesman. Position is permanent. Address, with full particulars, "DRESS GOODS," care DRY GOODS REVIEW, Toronto. (7)

## ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

## W. T. BENSON &amp; CO.

164 St. James Street,

MONTREAL

IMPORTERS AND DEALERS IN . . .

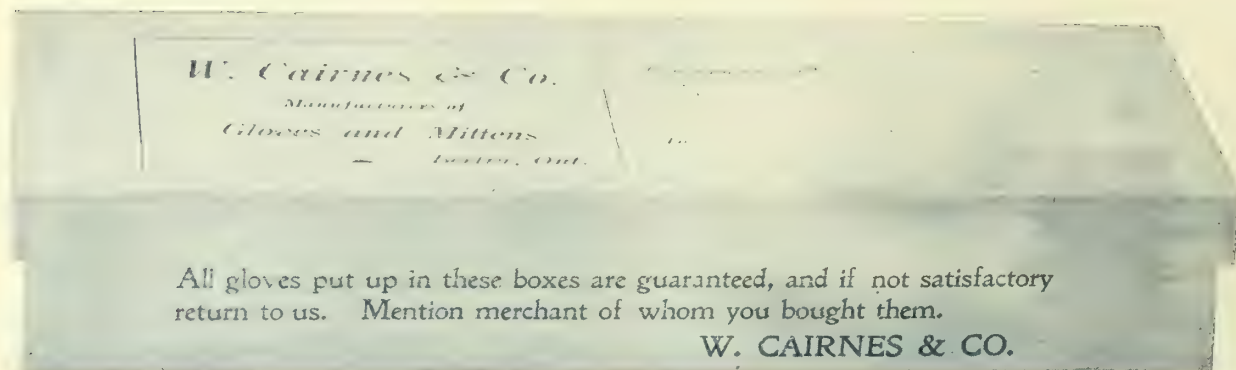
Foreign, North-West and Domestic Wool

DYESTUFFS  
ANILINE COLORS  
DYEWOOD EXTRACTS  
AND  
ALL CHEMICALS

COCOANUT OIL  
PALM OIL  
TALLOW  
ROSIN AND  
ALL SOAP STOCKS



For Christmas and Holiday Trade, buy your  
Gloves put up like this.



FOR A LONG LIFE

and a Bright One

USE \_\_\_\_\_

ACETYLENE GAS

Don't buy a machine that looks like a churn, tub or merry-go-round.

Buy an acetylene plant you may well be proud of.

We make the widest **range of acetylene plants** in Canada.

Send for illustrated catalogue.

**The Acetylene Mfg. Co. of London, Limited**

CAPITAL, \$500,000.

Head Office, LONDON, CANADA

## That Compromise Case.

Resolution of The Montreal Wholesale Dry Goods Association.

REFERENCE has been made elsewhere to the fact that The Montreal Wholesale Dry Goods Association considered strong resolutions in regard to the Fitzgibbon-Shafheitlin case. The result of the special committee's deliberations is the following strong statement which has been forwarded to Ottawa :

That this association has heard with very great regret that the Government has settled, out of court, the case of the Crown vs. Fitzgibbon, Shafheitlin & Co., for undervaluation at the Customs House, when that case was actually under trial before the Exchequer Court,—

That the Government took a long time to make an exhaustive examination of the evidence in the case, and, after doing so, placed it in the hands of the law officers of the Crown for prosecution. The evidence sworn to in the trial proved that the position the Government had taken was the correct and only proper one,—

That this Association, which has always demanded from the Government fair and honorable administration of the Customs Act, sent strongly worded resolutions to the Government in January, September and October, 1898; in June, 1899, and in May of this year; it also sent a deputation to Ottawa to personally interview the Minister of Customs and the Minister of Justice,—

That, notwithstanding the serious harm that was being done to the honorable importers who adhered both to the spirit and letter of the law, the protection of whom was the bounden duty of the Government—not their betrayal; notwithstanding the wrong to the Government itself, which has been defrauded of large sums of revenue for a period of 12 years; notwithstanding the earnestly expressed wishes of the leading Boards of Trade of Canada, that no compromise should be made in cases where repeated and glaring frauds were established, but that in all such cases the full penalty should be inflicted as a punishment and also as a warning to anyone who might wish to follow a similar course; notwithstanding that this case was one of right or wrong, and not in any event one for compromise; notwithstanding the clear fact that, having once placed the matter in the hands of the court, the judge should alone have settled the case, and without any interference;

notwithstanding all the clear issues involved, the Government settled the case for a monetary consideration and the payment of costs incurred,—

That the true nature of the compromise effected is shown by the fact that the firm in question dared not continue the prosecution for libel which they had commenced against a prominent trade newspaper that had openly published an account of the whole case,—

That against this action of the present Government, and all similar actions of any Government, this Association indignantly protests, and places its protest on record. If undervaluation is proved to have been intentionally carried on for years, it is only right that the guilty should be punished. The offence should not be condoned,—

That the result of the very objectionable action of the Government is to hold out the strong inducement to all who desire to break the law that they may do so with impunity, and when found out may settle the case by repaying a small part of the undervaluation,—

That it is a matter for great regret that the efforts of this Association, and other Associations, in the cause of honest administration of the Customs laws, should have been so unsuccessful, and their petitions treated by the Government with such indifference and neglect.

### "KABO" BUST PERFECTOR.

Brush & Co. will manufacture for the Fall the now celebrated "Kabo" bust perfector, which is to be worn over the corset, giving a bust of faultless proportion and masking every imperfection. Tailor-made jackets and snug-fitting waists are made to set with a degree of smartness when it is worn, and its lightness and ease make it far superior to any padding or building up. It may be worn without a corset and prove a splendid bust support. Shirt waist and blouse effects look chic over it, and are distended to just the right degree.

### NEW COTTON MILLS AT HAMILTON.

Plans have been completed for the buildings of the Imperial Cotton Company, at Hamilton. They will include a main mill, three storeys in height, a two-storey finishing room, a large storage warehouse, boiler, machine and carpenter shops. When in operation it is expected that the plant will give employment to between 300 and 400 hands. Heavy cotton goods of various kinds will be manufactured, including car and machinery coverings, awnings, tarpaulins, etc. Tenders will be asked for shortly for the erection of the buildings.

# William Mitchell



MANUFACTURER OF . .

Cocoa Mattings and Mats  
Jute Mattings and Carpets

WOOL DUTCH and IMPERIAL  
STAIR CARPETS.

Lettered Mats a Specialty.

## COBOURG MATTING, MAT and CARPET WORKS

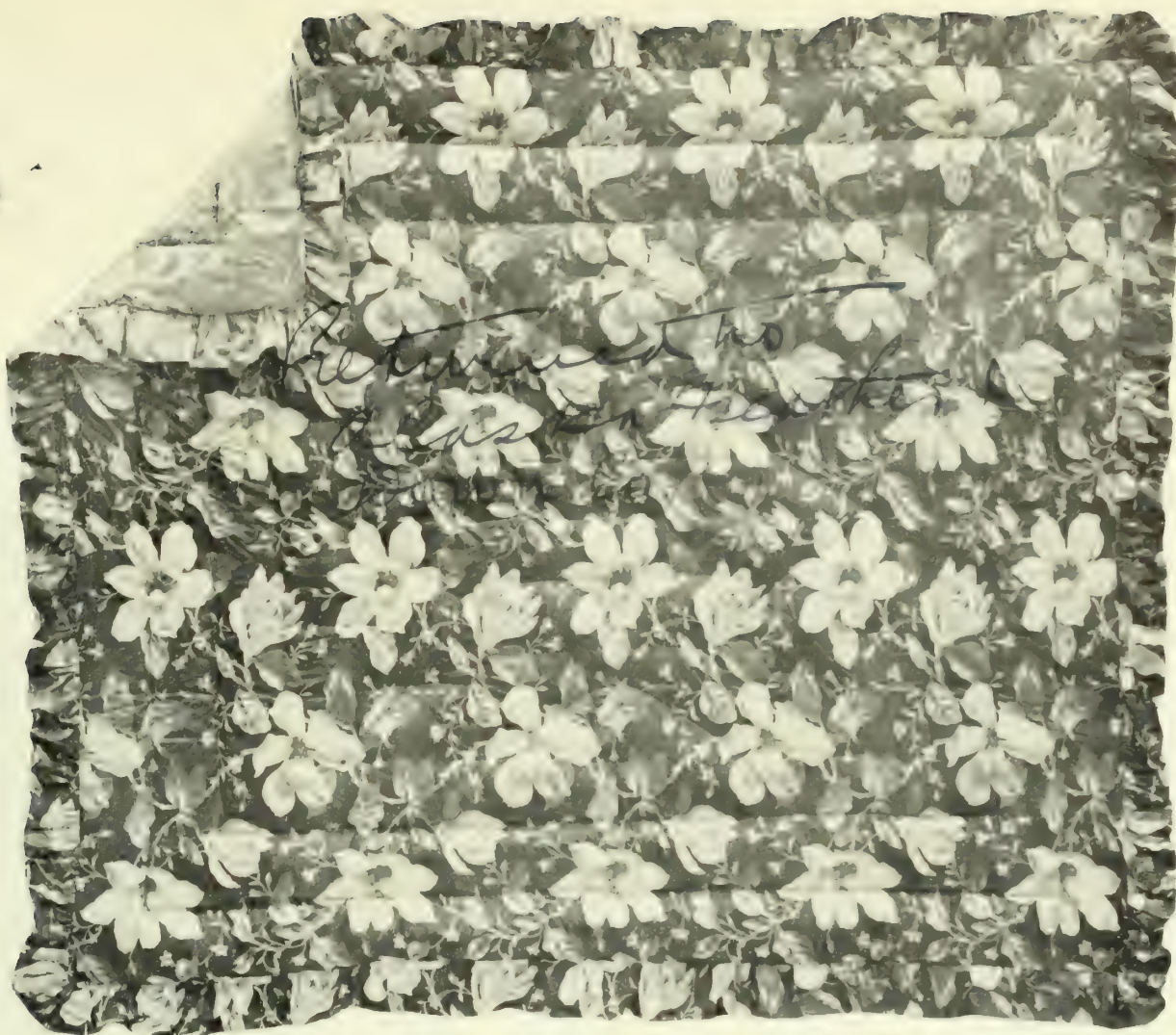
COBOURG, ONT.



# INDEX TO ADVERTISERS.

| <b>A</b>                                 |                    | Page.    | <b>G</b>                                            |                    | Page. | <b>N</b>                              |  |     |
|------------------------------------------|--------------------|----------|-----------------------------------------------------|--------------------|-------|---------------------------------------|--|-----|
| Acetylene Mfg. Co., The.....             |                    | 186      | Garland, Son & Co., John M.....                     |                    | 51    | New Idea Pattern Co., The.....        |  | 21  |
| Alaska Feather & Down Co., Limited       |                    |          | Garneau, Fils & Cie., P.....                        |                    | 103   | New Century Mfg. Co., The.....        |  | 73  |
|                                          | Inside Back Cover  |          | Galt Knitting Co., Limited, The.....                |                    | 138   | Nerlich & Co.....                     |  | 53  |
| Alvinston Woolen Mills.....              |                    | 161      | Gault Bros. Co., Limited, The.....                  |                    | 141   | Nisbet & Auld.....between 64 and 65   |  | 65  |
| American Silk Waist Mfg. Co.....         |                    | 171      | Gilbert Mfg. Co., The.....                          |                    | 107   | Niagara Neckwear Co.....              |  | 45  |
| Ashwell, H., Wool Finishing Works..      |                    | 39       | Glassford Bros. & Pollock.....                      |                    | 182   | Northway & Son, Limited, John.....    |  | 57  |
| Auer Light Co.....                       |                    | 159      | Glovine Mfg. Co., The.....                          |                    | 27    | <b>O</b>                              |  |     |
| Automatic Check Book Co., The.....       |                    | 179      | Greenshields, Son & Co., S...1, 2, 3, 4, 5, 6, 7, 8 |                    |       | Oxford Mfg. Co., Limited.....         |  | 49  |
|                                          |                    |          |                                                     | Outside Back Cover |       | <b>P</b>                              |  |     |
| <b>B</b>                                 |                    |          | Grandage & Co., Limited, W.....                     |                    | 28    | Parisian Corset Co.....               |  | 40  |
| Bagley & Wright Mfg. Co.....             |                    | 13       | Greenwood & Moulds.....                             |                    | 129   | Paris Winney Mills Co.....            |  | 45  |
| Bailey, W. Taylor.....                   |                    | 93       | Guelph Carpet Mills Co., Limited, The               |                    | 130   | Parker & Co., R.....                  |  | 58  |
| Baldwin & Walker.....                    |                    | 99       | <b>H</b>                                            |                    |       | Paquet, J. Arthur.....                |  | 101 |
| Baldwin, J. & J.....                     |                    | 25       | Hall & Co., James.....                              |                    | 47    | Parks & Son, Limited, Wm.....         |  | 103 |
| Beaver Rubber Clothing Co.....           |                    | 9        | Hamlyn Bros., Limited.....                          |                    | 106   | Perrin, Freres & Cie.....             |  | 124 |
| Beaver Line S. S. Co.....                |                    | 183      | Hamilton Brass Mfg. Co., Limited....                |                    | 148   | Penman Mfg. Co., Limited, The.....    |  | 15  |
| Benson & Co., W. T.....                  |                    | 185      | Hamilton Cotton Co.....                             | 27, 149            |       | Phillips & Wrinch.....                |  | 66  |
| Benning & Barsalou.....                  |                    | 73       | Harris & Co., Limited.....                          |                    | 139   | Phillips & Co., Limited, John.....    |  | 101 |
| Berlin Suspender & Button Co.....        |                    | 182      | Henderson & Co., Robert.....                        |                    | 52    | <b>R</b>                              |  |     |
| Bill, W.....                             |                    | 161      | Hees, Son & Co., George H.....                      |                    | 91    | Reid & Co., Chas.....                 |  | 167 |
| Boisseau & Co., E.....                   |                    | 131      | Hernsdorf, Louis.....                               |                    | 156   | Roberts Advertising Agency.....       |  | 185 |
| Boulter & Stewart.....                   | 74, 75             |          | Hitchcock, Williams & Co.....                       |                    | 43    | Robertson & Co., F.....               |  | 31  |
| Brereton & Manning.....                  |                    | 23       | Hill & Co., C. G.....                               |                    | 96    | Rogers, Edgar R.....                  |  | 171 |
| British American Dyeing Co.....          |                    | 183      | Hornèr, Chas.....                                   |                    | 130   | Rosamond Woollen Co.....              |  | 128 |
| Brophy, Cains & Co.....between 32 and 33 |                    |          | Horrockses, Crewdson & Co., Limited                 |                    | 30    | Ross & Co., Geo. D.....               |  | 85  |
|                                          | and 81, 85, 87, 95 |          | Hudson Bay Knitting Co.....                         |                    | 157   | Royal Carpet Co.....                  |  | 110 |
| Brock Co., Limited, The W. R.,           |                    |          | Hummel & Co.....                                    |                    | 182   | Russell & Sons, A. N.....             |  | 73  |
|                                          | between 96 and 97  |          | <b>I</b>                                            |                    |       | Rylands & Sons, Limited.....          |  | 117 |
| Brown, Graham & Co.....                  |                    | 146, 147 | Irving Umbrella Co., Limited.....                   |                    | 57    | <b>S</b>                              |  |     |
| Brush & Co.....                          |                    | 177, 179 | Ishikawa & Co., K.....                              |                    | 37    | Sale Leather Goods Co., Limited,      |  |     |
| <b>C</b>                                 |                    |          | Ivey Co., Limited, John D.....                      |                    | 165   | The Julian.....                       |  | 47  |
| Cairnes & Co., W.....                    |                    | 186      | <b>J</b>                                            |                    |       | Saxe & Sons, M.....                   |  | 16  |
| Calvert & Dwyer Co., The.....            |                    | 41       | Johnson, Hiram.....                                 |                    | 73    | Sharp, Perrin & Co.....               |  | 29  |
| Canadian Rubber Co., The.....            |                    | 52       | <b>K</b>                                            |                    |       | Shantz & Son Co., Limited, Jacob V..  |  | 89  |
| Canadian Underwear Co., The.....         |                    | 181      | Kelly, F. F.....                                    | 80, 125            |       | Shorey & Co., H.....                  |  | 153 |
| Canadian Colored Cotton Mills Co...      |                    | 183      | Kirk, E. J.....                                     |                    | 143   | Sir Titus Salt, Bart, Sons & Co.....  |  | 150 |
| Canada Fibre Co., Limited.....           |                    | 116      | Knox, Morgan & Co.....                              |                    | 71    | Star Whitewear Mfg. Co., The.....     |  | 89  |
| Canada Featherbone Co., Limited...       |                    | 155      | Konig & Stuffman.....                               |                    | 81    | Stanton & Co., M.....                 |  | 36  |
| Cardigan Overshoe Co., The.....          |                    | 110      | Kyle, Cheesbrough & Co....between 48 and 49         |                    |       | Standard Electrotpe Co., The.....     |  | 65  |
| Caulfeild, Henderson & Burns.....        |                    | 87       | <b>L</b>                                            |                    |       | Stein & Co., A.....                   |  | 109 |
| Celluloid Co., The.....                  |                    | 110      | Law, Russell & Co.....                              |                    | 48    | Stewart, Howe & May Co.....           |  | 79  |
| Chapman, W. J.....                       |                    | 163      | Laces & Braid Mfg. Co., The.....                    |                    | 59    | Storey & Son, W. H.....               |  | 33  |
| Chalcraft & Co., W. E.....               | 174, 175           |          | Lamson Consolidated Store Service                   |                    |       | <b>T</b>                              |  |     |
| Clatworthy & Co.....                     |                    | 88       | Co., The.....                                       |                    | 105   | Tidswell & Co.....                    |  | 183 |
| Clark, Pennock & Co.....                 |                    | 431      | Lambert & Co., P. W.....                            |                    | 143   | Toronto Brass Mfg. Co.....            |  | 161 |
| Colonial Bleaching & Printing Co.,       |                    |          | Lister & Co.....                                    |                    | 31    | Toronto Feather & Down Co., Limited   |  | 23  |
| Limited, The.....                        |                    | 14       | Lowndes Co., Limited, The.....                      |                    | 123   | Toronto Carpet Mfg. Co., The.....     |  | 145 |
| Collins Colored Hook & Eye Co.....       |                    | 83       | Lomas & Son, Adam.....                              |                    | 95    | Tooke Bros., Limited.....             |  | 121 |
| Confederation Life Association.....      |                    | 31       | Lucas & Co., W. F.....                              |                    | 178   | Townsend, Grace & Co.....             |  | 99  |
| Coristine, James & Co., Limited.....     |                    | 102      | Luxfer Prism Co., Limited, The.....                 |                    | 40    | Turnbull Co., The C.....              |  | 97  |
| Corby, Palmer & Stewart.....             |                    | 138      | <b>M</b>                                            |                    |       | <b>V</b>                              |  |     |
| Cockburn & Rae.....                      |                    | 171      | McCall Co., Limited, The D.....                     |                    | 167   | Vancouver Agency, The.....            |  | 163 |
| Consolidated Cloak Co., Limited, The     |                    | 173      | McKinnon & Co., Limited, S. F.....                  |                    | 169   | Victor Mfg. Co., The.....             |  | 111 |
| Crompton Corset Co., Limited, The..      |                    | 25       | McIntyre, Son & Co.....                             | 10, 84             |       | <b>W</b>                              |  |     |
| Currie, E. & S.....                      |                    | 119      | Macdonald & Co., John.....                          |                    | 113   | Watson, Foster Co., Limited.....      |  | 11  |
| <b>D</b>                                 |                    |          | Maple Clothing Co., The.....                        |                    | 130   | Walker & Sons, R.....                 |  | 116 |
| Delfosse & Co.....                       |                    | 179      | Maritime Wrapper Co., Limited.....                  |                    | 159   | Waldron, Drouin & Co.....             |  | 77  |
| Dominion Oil Cloth Co., Limited.....     |                    | 12       | Markus, M.....                                      |                    | 181   | Weeton Mfg. Co., The G.....           |  | 159 |
| Dominion Suspender Co.....               |                    | 45       | Marsh Co., Limited, The W. A.....                   |                    | 57    | Western Assurance Co.....             |  | 101 |
| Dominion Brussels Carpet Co., Limited    |                    | 95       | Matthews, Towers & Co.....                          | 135, 136, 137      |       | Whitla & Co., R. J.....               |  | 55  |
| <b>E</b>                                 |                    |          | Merchants Mercantile Co.....                        |                    | 45    | Willson, S. V.....                    |  | 27  |
| Edgar, Coristine & Co.....               |                    | 163      | Miller Bros. & Co., Limited.....                    |                    | 138   | Williams & Bell.....                  |  | 48  |
| Empire Carpet Co.....                    |                    | 89       | Mitchell & Co., Limited, Andrew....                 |                    | 183   | Williams, Greene & Rome Co., Limited, |  |     |
| Empire Mfg. Co., Limited, The.....       |                    | 124      | Mitchell, William.....                              |                    | 187   | The.....61, 62, 63, 64                |  |     |
| <b>F</b>                                 |                    |          | Moulton & Co.....                                   |                    | 101   | Williams, A. Roland.....              |  | 185 |
| Fellows & Co.....                        |                    | 115      | <b>N</b>                                            |                    |       | Wilkins, Robert C.....                |  | 116 |
| Finley, Smith & Co.....                  |                    | 139      | Young & Rochester.....                              |                    | 133   | Wreyford & Co.....                    |  | 138 |
| Fisher, Son & Co., John.....             |                    | 139      | <b>Y</b>                                            |                    |       | Wyld-Darling Co., Limited.....        |  |     |
| Flaws & Son, R.....                      |                    | 185      | Inside Front Cover                                  |                    |       |                                       |  |     |
| Flett, Lowndes & Co., Limited.....       |                    | 35       |                                                     |                    |       |                                       |  |     |
| Foster & Clay.....                       |                    | 27       |                                                     |                    |       |                                       |  |     |





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J. H. Parkhill, The Arcade, Toronto.  
J. M. Macdonald, McIntyre Block, Winnipeg.  
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PRIESTLEY'S FASHIONABLE FABRICS.

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Sole Selling Agents

**MONTREAL, AND VANCOUVER, B.C.**



VOL. X.

MONTREAL AND TORONTO, AUGUST, 1900.

No. 8

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OF EVERY KIND  
A GO-AHEAD FIRM  
IS THAT OF  
TIDSWELLS, 3 and 2 Wood St., LONDON,  
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,  
LACES,  
VEILINGS,  
MADE-UP-LACE,  
BLOUSES,

APRONS,  
ROBES,  
CRAVATS,  
COLLARS,  
BELTS, ETC.

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Old St., London.

Also at Glasgow,  
Sydney and Melbourne.

3 and 2 WOOD STREET,  
LONDON, ENG.

**Mantles,**

COSTUMES,  
SKIRTS, ETC.

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Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,  
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-  
ments of the Canadian Trade, and we will be glad to show our  
samples, and learn your needs.

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for your Fall trade---that's a good assortment of

**PRIESTLEY'S DRESS GOODS**

THEY ALWAYS PLEASE.

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Sole Selling Agents for Canada.

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# Lister's

# { Silks Velvets Sealettes

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WHOLESALE DRY GOODS  
and MILLINERY HOUSES.

## "Rooster Brand"



SHIRTS, OVERALLS and  
CLOTHING  
SPECIALTIES

for every  
class of  
workingman.

Do you know that these garments are used by the largest employers of labor in Canada, and among the largest in the world?

Do you know that if they use "Rooster Brand" goods in preference to others you can do so to your advantage?

Do you know that you can buy the "Rooster Brand" goods as low as the lowest if you have the cash to pay down?

Do you know that we don't renew paper for old fogies and sell weak accounts, and then fix our prices so the good man pays for the bad?

Do you know we are gradually putting our business on a cash basis and giving the benefit to cash buyers?

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**ROBERT C. WILKINS**

Manufacturer

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*Serges, Zibelines, Cheviots,  
Tweeds, Homespun, etc.*

Our Black Figured Materials are selling  
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### Extra Values in

*Ladies' Ribbed and Plain Natural  
Wool Underwear, Cashmere and  
Woollen Hosiery, Cashmere and  
Fancy Colored Ringwood Gloves,*

TO SELL AT POPULAR PRICES.

**WYLD-DARLING CO., LIMITED**  
**TORONTO.**

**GOODS** *ALWAYS THE* **BEST**  
**VALUES** *EVER THE* **HIGHEST**  
**PRICES** *STILL THE* **LOWEST**

For . . .

**FALL 1900**

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**Your Orders Should Come to Us.**

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**OUR ABILITY TO HANDLE THEM**

is best proved by our increasing business.

There is no order too small for us.

There is no order too big.

All get the same prompt service.

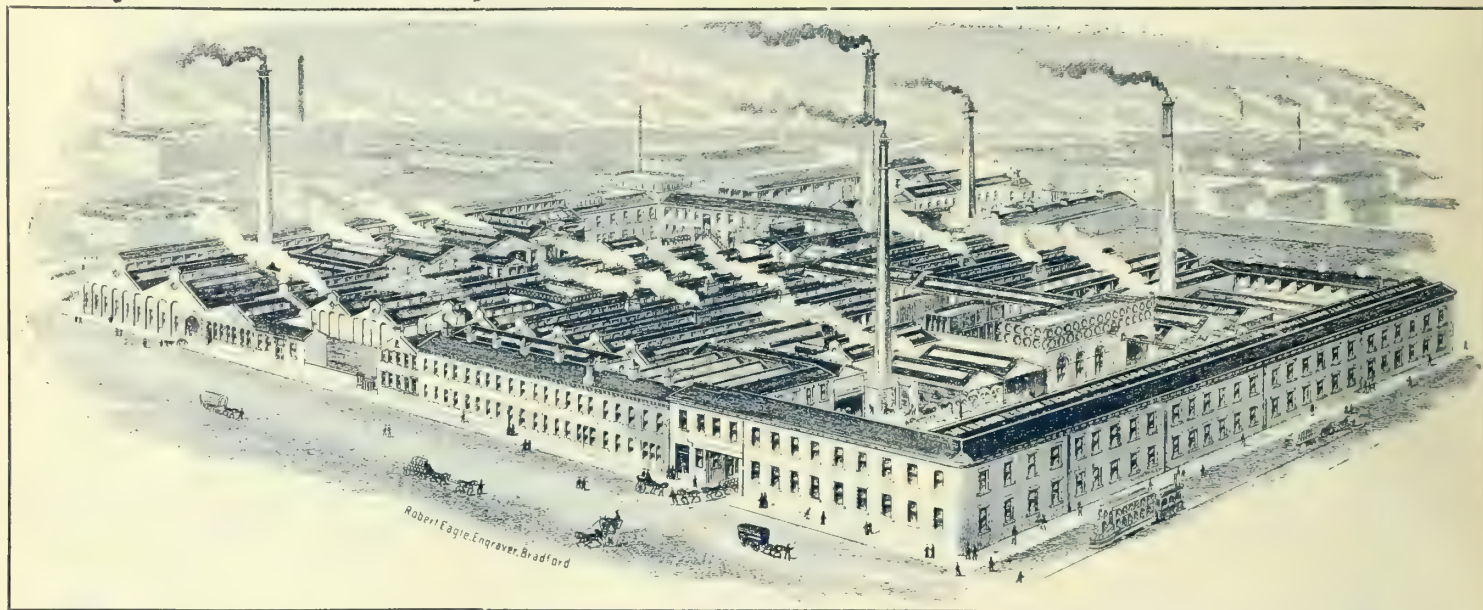
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**WAREHOUSES, PICCADILLY, MANCHESTER.**  
**5 LOVE LANE, LONDON, E.C.**  
**7 MITCHELL LANE, GLASGOW.**

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| DIPLOMA OF HONOUR, LONDON | 1884       |

|                        |      |
|------------------------|------|
| GOLD MEDAL, CALCUTTA   | 1884 |
| GOLD MEDAL, LIVERPOOL  | 1886 |
| GOLD MEDAL, EDINBURGH  | 1886 |
| FIRST AWARD, ADELAIDE  | 1887 |
| FIRST AWARD, MELBOURNE | 1888 |



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LIMITED.

## MANCHESTER, ENG.

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Spinners

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Merchants

+ + + +

Manufacturers



Bleachers

+ + +

Dyers

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### Makers of the Celebrated Dacca Calicoes and Sheetings

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Heapey,

Longford works,

Gorton,

Swinton,

Wigan,

Crewe,

Chorley,

Bolton.

## Capital, \$14,500,000. Employees, 12,000

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Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

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Flannelettes, Hosiery

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Oxfords, Harvards, Galateas

Dyed Linings

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Lace Braids, etc., etc.



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PERFECTOR



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For all Climates. For all Seasons.

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**DORCAS THIMBLES**

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**STERLING SILVER**

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

**The Most Popular Thimbles of the Day.**

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Design K.



Luxfer Prisms successfully lighting store 100 feet long.



Ordinary glass made the store unrentable without artificial light.

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Approved  
by  
Owners.  
Appreciated  
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Tenants.Form  
Your  
Own  
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

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98-100 KING ST. WEST,

**TORONTO.**

THE  
IDEAL  
CLOTH

*Cravenette*

FOR \_\_\_\_\_

**W**ET  
EATHER  
EAR

BETTER THAN  
RUBBER WATERPROOFS.

THE ...

Colonial Bleaching and Printing Co.

LIMITED

MONTREAL.

Spring Samples

NOW READY.

Prints,

Ducks,

Foulards,

Satteens,

Moleskins,

Drills,

Silesias.



# THE KUMFORT PROPOSITION

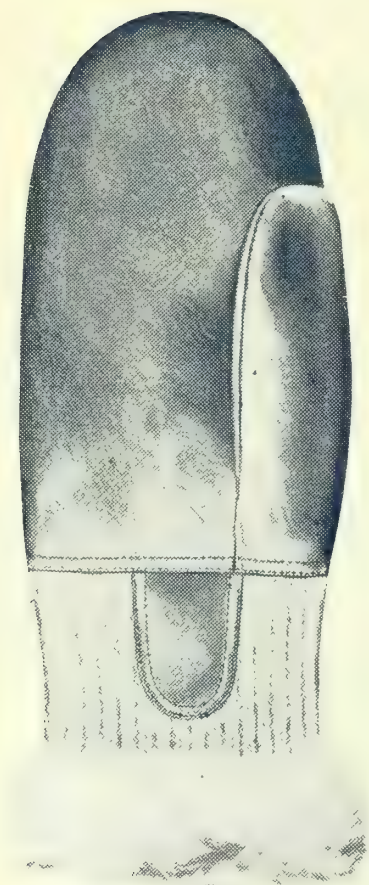
This "Kumfort Mitt" proposition of ours is straight business.

You pay us \$4.50 net, 30 days, for an article that is a cinch to sell at 50 cents a pair.

That's  $33\frac{1}{3}$  per cent. advance on cost---and no "shelf-warmers" at the end of the season.

It's the best 50-cent mitt value in Canada---we know that is a fact, because every kind of raw material we are cutting is higher to-day than when we bought it.

Are you open for good mitt business?



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## Hudson Bay Knitting Co.

30 St. George St.,

... MONTREAL, P.Q.





# TORONTO INDUSTRIAL EXHIBITION

AND

# FALL MILLINERY OPENINGS

MERCHANTS AND BUYERS  
ATTENDING THE ABOVE IMPORTANT FUNCTIONS  
ARE INVITED TO CALL AND INSPECT THE  
IMMENSE STOCK OF

## SEASONABLE DRY GOODS

SHEWN BY

*The*  
*W.R.*  
**Brock**  
*Company,*  
*(Limited)*

*COR. BAY AND WELLINGTON STS., TORONTO.*

EVERY DEPARTMENT  
WILL BE FOUND REplete WITH  
COMPREHENSIVE AND TASTY RANGES  
OF

PROFIT-MAKING GOODS.

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**BUYERS OF MILLINERY AND FANCY DRESS GOODS**

WILL FIND IN OUR STOCK MANY DESIRABLE LINES  
AT

**STAPLE PRICES.**



VOL. X.

MONTREAL AND TORONTO, AUGUST, 1900.

No. 8.

## PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, New York.

### About Buying.

If "goods well bought are half sold," as is often said, then buying is a very important part of advertising. The biggest help that any advertisement can have is the fact that the goods were bought right; that the goods are suitable to the people to whom you wish to sell; that they are right in quality and bought so that they can be sold at a right price. Wrong buying is often the reason for unsuccessful advertising.

Do not buy too much. It is better to cry after goods than to cry over them. Overbuying is responsible for many of the failures of business.

Now, I am going to say something which I believe to be very important, but which many will not agree with.

Where a man buys his goods is often one of the reasons why he does not buy them right. Overbuying can often be avoided by buying your goods nearer home. If you buy your goods a long way from your location you must necessarily carry a much larger stock than you would have to carry if you bought nearer home. When you can replenish daily, or nearly so, those goods which sell out, your stock can be kept small. Unless a man has a large capital he should not buy very far from home. Even if he has to pay a little larger price, it will pay him better to carry a small stock. A man who buys less than \$5,000 worth of merchandise a year has no business to buy too far away from home. The man who buys \$25,000 worth a year can, perhaps, afford to buy farther from home. A man who buys \$100,000 worth, or more, can buy almost anywhere.

### Look Out for Jobs.

It does not pay the small dealer to fill his store with merchandise and have no money left to take advantage of special jobs which may come up later. Always reserve a part of your capital to seize opportunities which may be presented after you have laid in what you consider your full stock.

### About Advertising.

There are still a few merchants who say that they do not believe that in their particular case they can advertise profitably. There is no business in existence that cannot advertise profitably in some way. No one kind of advertising will suit

every business, and merchants might just as well make up their minds to this at the start. Again, there is not a store in existence that does not advertise in some way. Even the sign over the door, the paint on the front of your house, are, after a fashion, advertising. The question is not whether your store can be advertised or not, but whether you are using the right kind of advertising to make it successful. Perhaps it is the wrong kind you are using and the right kind you have neglected.

The small or medium-sized store can not afford to use anything but what is regularly known as legitimate advertising. Schemes of all kinds should be avoided. In the first place, ninety-nine out of a hundred schemes are "fakes." The one in a hundred which is a good scheme is the very one that the small or medium store will never come in contact with. It is only the big store that can find out or handle the successful scheme.

### Special Sales.

They are sometimes an important factor in dull seasons as well as in other times. If you are going to have special sale, go about it right, make a success of it, or do not have it. Do not have a special sale unless you have something special to sell. The so-called special sale of regular merchandise at regular prices has been worn out long ago. Make the first day of your special sale a great success at any reasonable cost, and then those who attend this day will help the sale along with their tongue advertising, if they have been satisfied with the bargains offered, and can do much to advance your interests with their friends and neighbors.

First appearances go a long way. Do not start your sale until you are ready, then start it with a will. Decorate your store with merchandise; place price tickets on whatever goods you may have to sell; announce your special sales in whatever way you may deem best, so that the public will know to expect it. Special sales which you wish to repeat from time to time, such as semi-annual sale of any line of goods, will be found more profitable on second, third or subsequent sales than the first, provided the first sale has been a success. If



**PROGRESSIVE STOREKEEPING—Continued.**

this is your first special sale, be sure to make a success of it, no matter what the cost.

**A Hint to Big Stores.**

The larger stores in large cities suffer from one disadvantage that the smaller stores escape. The large store has so many kinds of goods that the customer has to go from clerk to clerk when making purchases in various lines. This going from clerk to clerk is sometimes annoying to the customer, and notwithstanding the efforts of ten polite clerks, one impolite one will turn the tide against the store and cause the customer to forget the impression that the ten polite ones have labored so hard to make.

If you have a large store, see that your employees are drilled in knowing as near as possible what is carried in other departments and in knowing accurately where these other departments are located in the store. It is very annoying to the customer to be sent from place to place seeking for goods when it is the business of every clerk in the house to know just where they are to be obtained.

**Meet The Demand.**

A store should carry that line of goods and that quality of goods which its customers want. The business way to build a trade is to have what the people are willing to buy. Many stores lose a great part of their trade by not really knowing what their customers do want. All your employees should be instructed to report to you, or to the one who buys the goods, anything that the customer calls for in your line that you have not in your store. Keep a record of these calls, and when you find that there is a demand for a certain thing which you have not got, go and get it. By following these rules for a length of time, you will soon have the things which are easiest to sell and which will most please your customers.

**Avoid Freaks.**

A great many stores think freak advertising is progressive advertising. They think that they must either be funny or odd in order to attract attention. The odd and funny things sometimes do attract attention, but they do not always hold it long enough to be of any benefit to you, and sometimes they even react upon the customers' minds until they work against you instead of for you. All the old ideas about turning advertisements upside down, using Bible quotations in advertising, filling space with a lot of rubbish which does not accomplish anything, except to fill the space, have all long ago been proven worthless for store advertising. As a rule, the people who laugh over your advertisements afterwards buy their goods where they think they can get them the cheapest. Some stores get their announcements so full of jokes that the public are inclined to believe their serious statements are a joke.

**CANADA IN PARIS.**

Mr. M. Markus, of Montreal, who just returned from a three months' trip through the markets of Europe, informs us that the Canadian exhibit in Paris does credit to our country and shows the people of the world what Canada can produce. The dry goods section is well represented and deserves great credit. Mr. Markus, who engaged many new articles in the dry goods line for the exclusive sale in Canada, shows for the Spring trade many new lines in silks, dress goods, laces, hosiery, gloves, linings, dress and tailors' trimmings. Buyers should not fail to see these lines.

**TWO NOBBY WAISTS.**

THE AMERICAN SILK WAIST CO., of Montreal, are placing on the market two styles of silk waists that bid fair to create a sensation. The accompanying cut and the other that appears in their advertisement present a fair idea of the beauty and style of these high-class articles. Their designs give them a natty appearance, yet the strictness of man's dress, which women, as a general rule, deplore, is relieved artfully and gracefully. The colors are varied and handsome.

Running on the bias all over, the first waist is a series of needle tricks. The back is of the tight-fitting style, while the front is half loose. The five pointed front is decidedly pretty, and, trimmed as it is with expensive buttons, is enough to please the most fastidious customer. It has a dress sleeve, is lined throughout and is of the best maker's finish.

The main feature of the second is the fact that two tucks run up and down the front, back and sleeves; one is turned to the right and one to the front, giving an effect like a plait. Between the tucks is a double hemstitch that is striking in itself. It also has a five-pointed front, with a close stitching, and is trimmed with an expensive button. A touch of beauty is added by the dress sleeve. It is lined throughout, and is dressmaker-made.

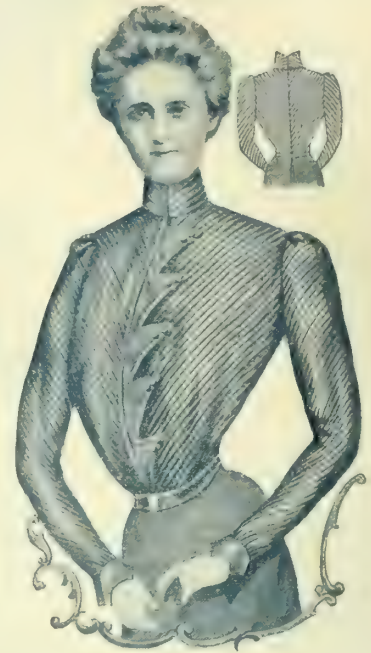
The travelers are now showing them on the road, and many a lady will have one in her wardrobe this Winter, and consider it the prettiest and neatest waist she has. Other American waists are imported; these are domestic-made, and, consequently, of decidedly low price.

The Beaver Rubber Clothing Co. state that the price of rubber has been raised again, and that they may have to raise their prices shortly.

By incoming steamers arriving in the first week of this month, Brophy, Cains & Co., Montreal, received a big shipment of Swiss embroidered handkerchiefs. Customers who have been waiting will be supplied at once. Inquiries for samples will be welcomed.

Williams & Bell, of Montreal, have a contract to supply 15,000 pairs of long stockings for British regulars, who, it is expected, will pass through Canada this month en route for China. This speaks well for Canadian workmanship and Canadian wool.

Nearly all the dry goods, men's furnishing, and boot and shoe merchants of St. Thomas have signed a contract with a local man for the delivery of their goods to any part of the city, 5 times per day and 7 times on Saturdays. The delivery will be an up-to-date one in every particular and a credit to the city. The drivers of the horses will be in uniform. The wagons are much larger than the usual dry goods wagons now in use.





## *When goods open up BETTER than the Samples, you have good reason to be satisfied, haven't you ?*

Well, many lines of our dress goods are opening up much *better* than our samples.

It will repay you to go carefully through and buy our Black and Fancy Black Goods alone. Some of the largest orders we have ever booked were received in July.

Tweeds for Skirts, and Harris' Mixtures for costumes will be in good demand the next six months. We have a large variety *of the novelties* in these lines.

High-Class Fancy Checks and Stripes will be exceptionally good for skirts. We have just put into stock very choice designs and colorings that you will not find elsewhere.

Our old reliable Velveteens, twilled back, all colors, at old prices—thanks to the recent additional reduction in tariff—have been more appreciated by our friends this season than ever.

Corded Velveteens, Corduroy Velveteens, and Silk-Embroidered Velveteens for Stylish Blouses, Vests and Trimmings.

Plain Black Silk Velvets, full range of prices now in stock, Lister's Standard makes.

Plain Colored Silk Velvets, over 60 shades in stock, "Lister's Lisvel."

Fancy Silk Broche Velvets, for Blouse and Combination Fronts; these are in good demand.

Fancy Silks, Corded Silks, Broche Silks, Plain Silks, Silks for afternoon Tea Gowns, Silks for evening wear, Blouse Silks, Black Silks, Paisley Silks.

Black and Colored Satins.

**WHITE** and **CREAM** Satins and Silks, all prices, now in stock.

Our samples of Imported Flannelettes were late coming, but the goods are now to hand and opening up very satisfactorily. Being bought and sold at OLD PRICES, they are exceptionally good value. Send for samples if you have not seen them.

*Stock in all departments is well forward. It will be in your interest to visit us this month.*

# **BROPHY, CAINS & CO.**

23 St. Helen Street

**MONTREAL.**



## WINNIPEG'S GREAT ANNUAL FAIR.

From THE DRY GOODS REVIEW's special Correspondent.

THE Winnipeg Industrial Fair of 1900 is now history, and a dating point for the future. The weather, the number of exhibits and the attendance all surpassed previous years.

### THE WEATHER.

It was Queen's weather (as was but just and right, considering that we had the Queen's representative with us), but then, Manitoba Queen's weather is just a little bit better than you get anywhere else. Each morning Winnipeg got up to cloudless skies and bright sunshine, tempered with cool western breezes; the evenings were clear, calm and starlit, and cool enough to render sleeping a luxury (that is, where you had anything to sleep on). Twice during the week a smart shower fell during the night, just enough to lay the dust, but not enough to stir up Winnipeg's all too affectionate and clinging mud.

### THE VICE REGAL VISIT.

Winnipeg was really en fete on Saturday, July 21, for on that date His Excellency the Earl of Minto and the Countess of Minto were to arrive. All day the trains coming into the city brought hundreds anxious to join in the loyal procession. The city was gay with bunting, and from almost every building on Main street, and on all public and many private buildings, floated the Union Jack. The decorations were really very beautiful, and many of them costly. Main street was not arched, as it is no trifle to span its 100 feet of driveway, and it was also thought unwise to in any way obstruct the view of the procession.

The illuminations were nearly all in electric lights—red, white and blue royal crowns, rose, shamrock, thistle and the maple leaf being the most popular forms. On the city hall was a crown with "V.R." and a maple leaf on each side, while below were the words "Welcome, Minto" written in fire. Perhaps the most effective thing was the monument in the City Hall Square. The tall column supporting the figure of the soldier in full uniform was literally a pillar of fire (most appropriate, when it is remembered by what a fiery road the brave young soldiers it commemorates went home). The train bearing Their Excellencies reached the city about 8.30, and by 9 o'clock the procession had reached the city hall. Let the reader remember that Main street is 132 feet wide (100 feet of driveway and 16 foot sidewalk on each side) and 1½ miles long between the C.P.R. depot and the Assiniboine river. It is well paved all the way, and the City Hall Square is just midway. The last of the procession was barely formed at the C.P.R. when the first part was passing the city hall. It was headed by the fire brigade, their apparatus beautifully decorated and all the big steamers and hook and ladder wagons burning limelights. It is impossible to describe that procession in detail. It would fill pages. The carriage with Their Excellencies was drawn by four white horses, and the guard of honor was formed of Royal Canadian Dragoons, their brilliant scarlet tunics showing with fine effect, the Boys' Brigade and the 90th Regt., the latter being out in full force, their white helmets contrasting vividly with their dark uniforms. The military were closely followed by the Scottish Clans in Highland costumes and with a contingent of no less than 10 pipers playing for dear life, half a mile of fraternal societies in full regalia, bands, bugles, fifes and drums and thousands upon thousands of well dressed cheering, singing citizens, the light bright dresses

of the women and children reflecting the light of the torches. As the vice regal party passed along, the electric light switches were turned on and a perfect blaze of colored light would stream across the street. The bands played "God Save the Queen" and the crowds cheered to the echo, they broke into the "The Maple Leaf Forever" and again and again the cheers broke forth, then "Soldiers of the Queen" and it seemed as if the whole city had suddenly shouted together. Viewed from the top of a three-storey building it was a most gorgeous pageant, and once seen not likely to be forgotten. Lord Minto was left in no doubt that he was welcome to the West (where he is looked upon as an old friend) and that the West is loyal straight away to the point "Where West is East Beside the Land-Locked blue," for there were scores of people all the way from British Columbia.

But all this is not the Fair. With so auspicious a beginning it was not wonderful that the whole week was a success.

### EXHIBITS.

It has been already said that the attendance was ahead of anything yet recorded, so it is not necessary to say anything more, unless, perhaps, to quote the words of an American visitor who remarked: "Well, I'm blessed if I ever saw so well dressed a crowd. There must be 25,000 people on the grounds this minute, and I have yet to see one that is shabby, let alone in rags."

The exhibits were best in those features that really represent the strength of the country. The stock was superb. The judges in all classes could hardly be too enthusiastic about it. And, not only were the exhibits fine in quality, but they were so numerous that at the last moment new stables had to be erected. The horses, cattle and pigs were all strongly represented, the sheep were the weakest class in the stock, and even they were a very good exhibit. The dairy exhibit was excellent in quality and very representative. The best cheese shown was made by a young woman student of the Manitoba Government Dairy School, Miss Lokier, of Genela, in the Dauphin District. The display of dairy machinery was tastefully arranged, and the largest yet made. Speaking of machinery, the local implement dealers came to an agreement some time ago that they would not exhibit on the Fair grounds, but in their own warehouses, and they claim that from the standpoint of business and orders, it has paid them better. From the standpoint of the appearance of the Fair, there is but one opinion, and that is the loss is very great. The machinery hall was always a great centre of attraction, for the dealers made large displays and their goods are effective. Good machinery in motion is always a pleasant sight. It is to be hoped by another year that some arrangement may be come to for their presence on the ground.

Owing to the extremely dry weather of the month of June the horticultural exhibit fell far below its usual merit, though many of the specimens shown were very fine.

The main building showed many fine and very tasteful exhibits; those of E. L. Drewry and The Scott Furniture Co. being pronounced the most attractive. The art critics are still disputing over the merits of the art gallery, so it is best let alone. There were a number of pictures that looked good and pleasant to the eye of the unlearned. The British Colum-

bian building, built of British Columbian native woods, was a new and most attractive feature of the fair, and was thronged all day long and every day. The mineral exhibit was most instructive, as were also the grain and grass exhibits from Alberta, which were given place in this building.

#### ATTRACTIONS.

These grow yearly a more important feature of our Western fairs until the more sober-minded are inclined to think the thing is entirely overdone. However, this may be, there was at least one very regrettable feature of the attractions at Winnipeg, and that was the introduction of a "Midway." It is to be hoped it will not be repeated. Attractions which have as their lure women performers, and are of a character no decent women may see, should have no place on the grounds of an Industrial Fair, which makes its proud boast of being educational as well as amusing. Education in vice can be obtained all too easily without the Exhibition directors making money out of placing it under the very eyes of hundreds, yes thousands, of youths fresh from country homes and eager for change and excitement.

One of the sights of the Fair always is the "stock parade" of Citizens' Day, and it is a sight worth going far to see. It is estimated that there were 12,000 people on the grand stand and in the paddock when it passed this year, and the crowd was quite as goodly a sight as all the glossy stallions, stately bulls and grunting, protesting pigs.

American Day was, as ever, a great success. Year by year more of our cousins come to see us and fall in love with our country and come back to stay, or fall in love with our pure-bred stock and pay long prices for them.

#### MERCHANTS IN TOWN.

It is estimated that there never has been as many merchants from outside points in the city at any previous Fair, and though in the dry goods and hardware lines but a small amount of business was done, yet wholesale men express the opinion that in the end the meeting of heads of departments and customers is a wise and profitable thing and is productive of much better mutual understanding. All travellers were in the city for the week and devoted themselves to the comfort and pleasure of their customers.

#### THE U.C.T.'S MAKE MERRY.

Some of the officials of the United Commercial Travelers of Minnesota and Dakota took the opportunity of the cheap rates for Fair week to visit the brethren here. Business being got through with by noon Saturday an adjournment was made to Edison Hall, River Park, where, after a pleasant run on the electric cars, the guests and hosts sat down to a banquet. The menu was choice, the service good, and it is safe to say that after the first course the repartee was as choice as the viands. Toasts and speeches followed the banquet, and from 10 p.m. until midnight dancing was kept up merrily. The wire screening sides of the great hall admitted plenty of sweet fresh air, the floor was good, and the music better. Outside was a perfect Manitoba summer night and a grove of cool rustling poplar with seats here and there in shady corners, and the Knights of the Grip and their lady friends found this a delightful spot to cool off between dances. Winnipeg was reached shortly after midnight by a tired but jolly crowd, the American visitors insisting to the last breath that the Winnipeg U.C.T.'s were in very deed "Jolly Good Fellows."

E. C. H.

## SPECIALTIES FOR EARLY FALL BUSINESS.

Knitted Shawls  
Cashmere Hosiery  
Pompadour, Back and Side Combs  
Chenille and Tapestry Curtains and Covers  
Wrappers and Skirts  
Ladies' Vests and Drawers  
Dress Goods  
Skirtings (Moreens, Etc.)  
Shirts (Satten and Fancy)  
Wrappettes  
Flannelettes  
Domets (Canadian and American)  
Table Linens  
Table and Floor Oil Cloths  
A full line of Notions.

We have leaders in every line.

Just what you will want to push your early trade.

Stock well worth your inspection.

COMPLETE ASSORTMENT OF ALL THE ABOVE LINES NOW ON DISPLAY IN OUR WAREROOMS.

# Knox, Morgan & Co.

Wholesale Dry Goods,

=

=

HAMILTON, ONT.



## LAWS, NEW AND AMENDED.

THE business results of the late session of Parliament embody several matters which the commercial community will find it useful to know.

## FINANCE.

In the realm of finance, there is the measure providing that the whole or any part of the public debt may be inscribed and transferred in a registered copy in Great Britain. This is in accordance with the provisions of the Imperial Act which enables the debts of colonies to be admitted to the list of inscribed stocks in England. A more important measure is the Act amending the Bank Act. This law continues the charters of 34 incorporated banks, and provides that the Jacques Cartier Bank may change its name to the Provincial Bank of Canada, and the Merchants Bank of Halifax to the Royal Bank of Canada. A clause provides that persons holding bank stock in trust shall not be personally liable as a shareholder. Several other provisions growing out of the failure of certain banks of Canada during the last few years, and doubtless suggested by these occurrences, are made. For instance, arrangements are made for the appointment of a curator in the event of a bank suspending. Then, again, the Canadian Bankers' Association is recognized and its powers defined. The by-laws of the Bankers' Association are not to go into force until they are approved of by the Treasury Board of the Canadian Government. There are also provisions for the purchase of the assets of a bank.

## THE TARIFF.

No tariff changes were made in detail at the late session, but, as is well known, the preferential rate on British goods was increased to  $\frac{1}{3}$  of the duty. But this preferential rate does not apply to wines, malt liquors, spirits, liquid medicines, and articles containing alcohol, tobacco, cigars and cigarettes. Besides that, the reduction will only apply to refined sugar when the Minister of Customs is furnished with satisfactory evidence that such refined sugar has been manufactured wholly from raw sugar produced in the British colonies.

It is provided also that machinery not made in Canada and for use in beet-root sugar factories may be imported free.

## RULES REGARDING FRUIT BARRELS, ETC.

The regulations of the Inland Revenue Department have been amended in several particulars relating to weights and measures. For example, it is provided that the barrels containing apples for export shall be of the following dimensions, viz.: 26 $\frac{1}{4}$  inches between the heads, inside measure, and a head diameter of 17 inches, and a middle diameter of 18 $\frac{1}{2}$  inches, representing as near as possible 96 quarts. These dimensions shall also apply to barrels when apples, pears or quinces are sold by the barrel. The penalty for disobeying this law is 25c. for each barrel of apples, pears or quinces offered or exposed for sale or packed.

Another provision is that when eggs are described by the standard dozen, the dozen shall mean 1 $\frac{1}{2}$  lb.

Every ball of binder twine is to be stamped with the name of the maker or importer, stating the number of feet of twine per lb. in such ball. The penalty for disobeying this section is 25c. per ball. This section relating to binder twine does not come into force until October 1, 1900.

## COPYRIGHT.

The passage of an Act giving copyright to Canadian publishers of English books whose owners make an arrangement with local publishers has been passed without amendment.

## CHINESE IMMIGRATION.

Sir Wilfrid Laurier's Act restricting Chinese immigration also passed. This is a measure of considerable interest to people

in British Columbia. The Government, by it, are given power to appoint one or more persons to administer the Act and engage interpreters at salaries aggregating not more than \$3,000 a year. Under the Act, only members of the Chinese diplomatic corps or other Government representatives, with their suites and servants, and consuls and consular agents may enter without paying the fee. Others who escape the tax are Chinese children, born in Canada, who have left this country for educational or other purposes and establish their identity on returning; also merchants, their wives and children, tourists, men of science, and students who substantiate their status to the satisfaction of the authorities.

Any woman of Chinese origin who is married to a person not of Chinese origin shall come in free, being deemed to be of the same nationality as her husband.

The Act also contains provision regarding the landing of Chinese and certain regulations to prevent any introduction of disease. Another section prohibits the traffic in Chinese women. A penalty is imposed for landing the Chinese before the tax is paid. Rules are also given for the passage of Chinese through Canada in transit to some other country, and provision is made for the registration of those who leave Canada and wish to return.

Any Chinese who break the new law may be put in prison for a year or be subject to a fine of \$500. The organization of Chinese courts is prohibited.

## CRIMINAL LAWS.

The Criminal Code has received a number of amendments, the subjects dealt with being chiefly the publication of indecent books, photographs, etc., the offences of kidnapping, counterfeiting money, etc.

Slight changes are also made in the laws regarding theft, and certain procedure in the case of accused persons. The changes are more technical than comprehensive and of more interest to the legal community than the commercial classes.

## ARBITRATION OF LABOR DISPUTES.

The last measure to which attention may be directed is the Act passed to aid in the prevention and settlement of trade disputes, and to provide for the publication of statistical industrial information. By this measure boards are established for the purpose of settling disputes between employers and workmen by conciliation or arbitration. The law follows the English Act to a certain degree, and provides for the creation of an arbitration tribunal when the disputing parties are willing. The Act is not obligatory, and has no power, therefore, to terminate a strike.

In connection with this, the Act sets up a Department of Labor which shall collect and publish statistical and other information relating to the conditions of labor, and issue, at least once a month, a publication known as The Labor Gazette, containing information regarding the labor market and kindred subjects.

As already announced through the press, the Government have appointed as editor of this new paper Mr. William Lyon Mackenzie King, M.A., LL.B., at present on the staff of Harvard University and a distinguished graduate of the University of Toronto. Mr. King is not a politician, but has been engaged in journalistic work and in special inquiries into conditions of labor for several years.

In connection with the work of the session, it might be mentioned that the Minister of Customs, Mr. Paterson, took a vote of money for the purpose of providing a staff to publish promptly and fully the trade statistics relating to imports and exports. This will be put into shape at once, beginning with the present month, which is the first of the new fiscal year.

# There are Two kinds of Skirt Bindings : THE BEST--and Others.

Are you handling the "others"? If you are, it is no wonder your customers are dissatisfied and that your trade is gradually dwindling away.

By handling the BEST you satisfy and please your customers and increase your business, for a satisfied customer is the best possible advertisement.

## "S·H·&M·"

stamped on the back of every yard or printed on the label signifies the BEST Skirt Binding it is possible to produce.

The "S. H. & M." Skirt Bindings are recognized in the United States as the standard of perfection in Skirt Bindings, and are rapidly gaining this reputation in Canada. They are manufactured from a specially-made Velveteen, by a company engaged exclusively in making Skirt Bindings, and whose experience, together with the most modern and up-to-date plant, enables them to turn out goods which are unequaled by any in the market.

WE CARRY THE FOLLOWING LINES IN STOCK AT OUR TORONTO WAREHOUSE :



S.H. & M. BELLE Plain Velveteen  
1 3/4-in. wide.

S.H. & M. REDFERN Bias Corded  
Velvet, 1 3/4-in. wide.



SAMPLES, SHADE CARDS AND PRICE LIST FREE ON APPLICATION.

# The STEWART, HOWE & MAY CO.

Originators and Manufacturers of  
S.H. & M. Skirt Bindings,

24 Front St. W., Toronto, Ont.

Manchester, Eng.





## FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

### KNITTING

"Queen," "Balmoral," "Rugby,"  
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded  
and Boxed.

### FINGERING

In Six Well-Known  
Qualities.

**STOCK IN MONTREAL.**

Careful attention to Letter Orders.

Sole Agents for Canada

**McINTYRE, SON & CO.** 13 Victoria Square, **Montreal.**

# McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and  
Manufacturers' Agents.



 MONTREAL.

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## DEPARTMENTS

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Dress Goods

Linens . . .

Smallwares

Silks AND Velvets

Linings and  
Muslins

Trèfousse

Kid Gloves

Rouillon

Kid Gloves



Careful attention given to Letter Orders.



Toronto Office :  
25 COLBORNE STREET.

Ottawa :  
SPARKS ST., Carleton Chambers.

Winnipeg Office :  
McINTYRE BLOCK.

St. John, N.B. :  
2 CHURCH ST.



## WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

### TRIMS DURING AUGUST.

**A**S August is considered the dulllest month of the year to the average dry goods house, the window-trimmer is generally puzzled at this time to know what to display in his windows.

Stocks are always run down during July and August and consequently it is difficult to make nice trims from broken lots and assortments.

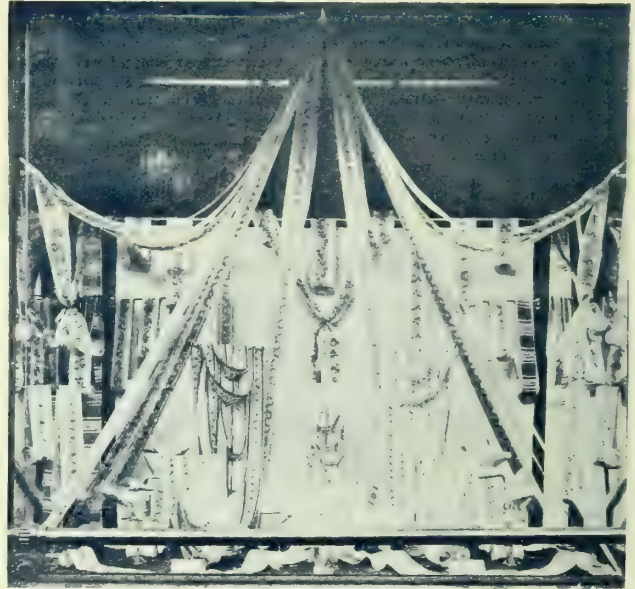
But the fact that trade lags and stocks are low, etc., is no reason why the energy of the trimmer should be relaxed and nothing be done to increase the flow of dollars to the till.

Of course, displays now should not be on as elaborate and extensive a scale as in the months of April or May, but there are many departments that could be made to pay better during the next few weeks by some taking little displays in window and interior.

Certain lines of goods during the heated term will go all right if pushed.

Take the hosiery department for instance. There is always a good demand for Summer hosiery during the hot months. People are attracted to a hosiery bargain during August as well as in any other month, and where is the hosiery stock that hasn't got bargains to offer during the month of August? Odd lots and sizes—or a special lot or two picked up at a very low price. Here is material for forcing trade to

the hosiery department. It isn't a difficult thing for the head of the department to get together enough hosiery to be averaged up at a popular price so as to make a display on which the price can be properly placarded. With a little newspaper ad. the goods ought to move quickly.



AN EFFECTIVE RIBBON DISPLAY.

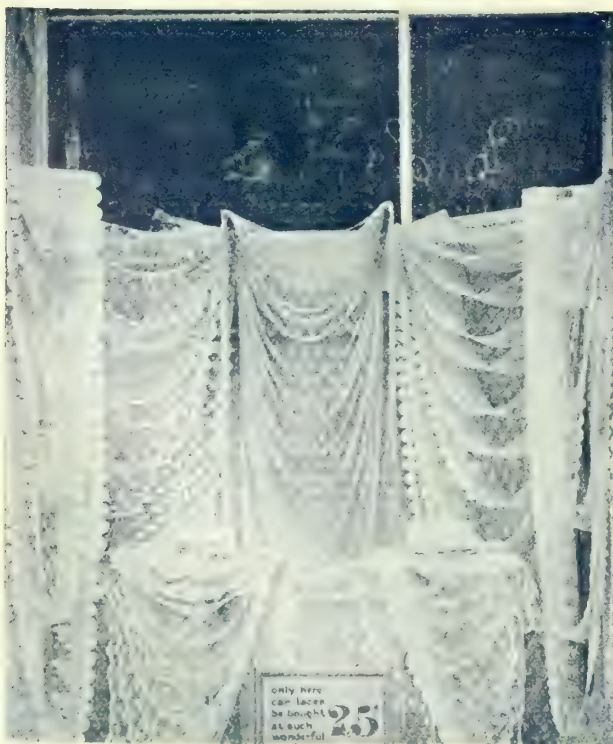
Ribbons, wash goods, gents' furnishings, summer underwear and shirt waists can be subjected to the same treatment. These displays should be plain and the price made the important feature. In fact, the faculty of gaining the attention of people to that point where they see that you are anxious to have them come in and buy what is in the window and not merely look at it, is best exemplified in this sort of trim.

The goods must be neatly shown. Broken boxes and torn papering will not do. Give the impression that the goods shown are new goods and the little matters of detail should be as carefully looked after as in a more pretentious trim.

It should be clearly understood that every head of department is more than anxious to sell during August, and if the window-trimmer, advertising man and head of department work in harmony, there is no reason why they should not be entirely satisfactory in results in stimulating trade into whatever line of goods they choose.

A trimmer who succeeds in making business flow toward a certain department during these dull days is doing more good to the store and the department than he imagines. The problems of display, advertising and salesmanship are so closely interwoven that a weakness in one man may mean a weakness for all.

For instance, the display of hosiery may bring quite a fair number of people to the store, but the advertising man neglects to do the subject justice. While a considerable portion of the offer has been disposed of there is still much remaining and the department man puts the blame for the non-success of the idea on the window-trimmer who may have originated the scheme, while the advertising man is not thought of at all as being to blame in the matter. Many people read the adver



A NEAT LACE TRIM.



# The Lace Warehouse of Canada.

The K. C. Corsets and Waists  
"Queen's Gate Hose."

## DRESS GOODS

VELVETS, VELVETEENS AND  
SEALETTES

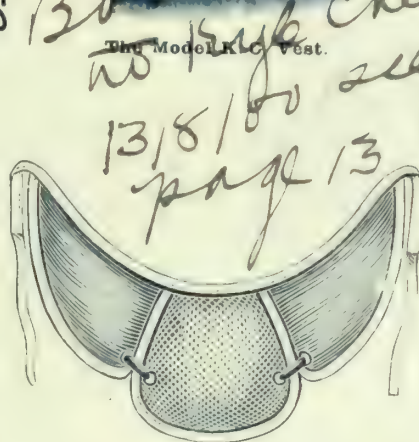
SILKS, VEILINGS, CURTAINS

RIBBONS, BELTS, BUCKLES

HAIR ORNAMENTS, SLIDES, ETC.

GLOVES AND UNDERWEAR.

MAIL ORDERS PROMPTLY ATTENDED TO.



No. 13 Form.

THIS BEATS THEM ALL.

The "Model K. C." Corset Vest.

A moulded form of exquisite design and finish. The proper article for tailor-made suits and waists. Worn over the corset, or without the corset, when golfing, cycling, etc. We carry a full range of sizes in Cotton and Satin coverings.

Also Bustles in several styles—the proper shapes for present fashions.

Kyle, Cheesbrough  
& Co.,

MONTREAL.

# Highest Quality and Latest Designs in Show Cases

PHILLIPS *Silent Salesman*  
SHOW CASES

are known from coast to coast, by the leading retail merchants. They are often imitated but never equaled.

Let us figure on your new cases.

We have a Canadian Branch.

Address us at Detroit.



Phillips Illuminated Silent Salesman. Lights are concealed in the frame, frame is fitted with ventilators. Cases made without lighting device if desired.

John Phillips & Co., Limited,

DETROIT, MICH., AND  
WINDSOR, ONT.



**WINDOW DECORATING—Continued.**

tisement and don't quite reach the point of going into the store to look at the advertised specialties, but, passing the store windows, the very thing that was advertised in the morning papers catches the eye of the onlooker. The card "Adver-



A MODERN INTERIOR.

tised in this morning's paper" catches the attention still more when they remember the ad.

Another good idea to put into effect during the slow months is the 5 or 10c. window.

By that I mean a display made up of everything that can be found in each department to sell at 5c. A look through the notion department will reveal a hundred and one different articles that can be sold at 5, 6, 8 or 10c. A card in large type worded

"ANY ARTICLE IN WINDOW 5c."

is sure to stop everybody, and in many cases a customer will go in to purchase some little 5 or 10c. article they saw in the window and before coming out will have spent a few dollars, "Big oaks from little acorns grow."

During the dull days people have to be almost coaxed to purchase, and if this suggestion of the 5, 10 or 25c. window display is tried it will be found a success.

Window-trimming in its early stages was regarded as a means of beautifying, but it has developed into what is known to-day as an advertisement that sells more goods than any other advertising medium known to the retail merchants and stands pre-eminently ahead of all others without a rival. Not only the retail merchant has sought this mode of advertising, but some of the greatest manufacturers

have learned that good window displays have an unlimited capacity to sell their goods and have organized window-trimming contests and offered large sums of money for the most meritorious displays of their wares, knowing that it would sell more goods for their dealers than any other method known to them.

A great kodak manufacturer, of New York State, makes the following statement in one of his pamphlets:

"MAGAZINE VS SHOW WINDOWS."

"If we had a few hundred show windows we could cut our bill for magazine advertising in half. We would make those windows talk kodak every hour of the day. Magazine advertising can only plough and harrow the field and put in the seed. Then along comes the self-binding reaper, the window, and harvests the crop. Newspaper advertising with the merchant is just such a statement."

Twenty years ago almost any kind of a window was thought good enough, but, in these active days of competition, it is necessary to have all modern appliances.

In place of the small, dingy cramped windows which occupied the store fronts of a former generation and were of no value, stores of to-day have large roomy windows, well lighted, which show off their merchandise to the very best advantage. Such windows are the indexes of the store, and have proven themselves to be the mirror in which the public see the store doings of the day.

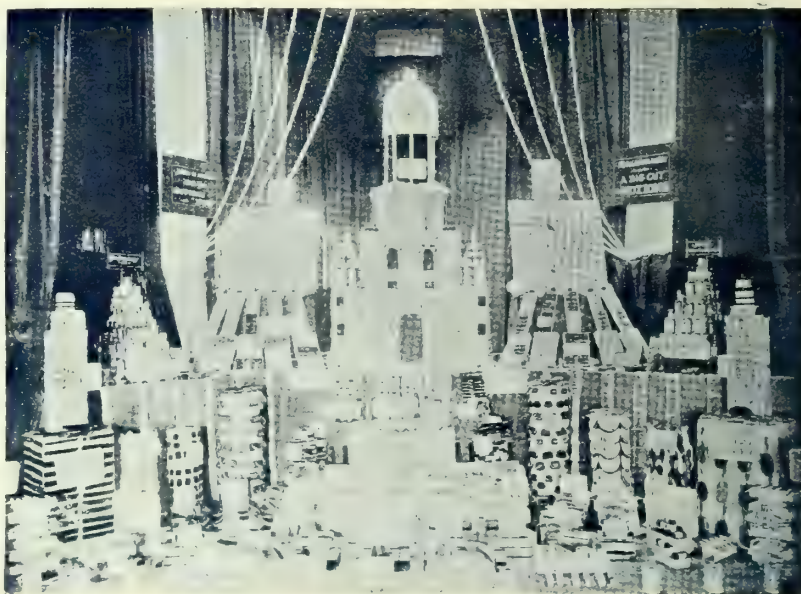
The development of window display has been simply phenomenal and the exalted position it occupies to-day has simply been won on its merits alone. The show window is created wholly for appropriate dressing, and if it be not properly arranged it is simply useless—a waste of space that cannot be used for any other purpose.

In this era of severe critical taste in store decoration, the merchant who neglects to keep pace with it will sooner or later find himself in the rear rank of success.

**NOTIONS.**

During the dull months there are no better paying displays than those of "Notions" (little necessities at little prices).

Many merchants think that the profits on little articles,



A GOOD ARRANGEMENT IN "NOTIONS."

such as pins, hooks and eyes, spools, hair articles, etc., are so small that the time and space given to a display of this kind is wasted. Such an idea is a mistake. I find that there



# FAIRE BROS. & CO., Limited

## LEICESTER, ENG.

Manufacturers of

# SMALLWARES

SKIRT BELTINGS  
WOOL MENDINGS  
SHOE LACES  
CORSET LACES  
BINDINGS  
BELT WEBS  
BLIND CORDS  
TAPES

Order Through  
Wholesale Houses

Representative for  
Canada:

Mr. Stapleton  
Caldecott,  
45 YONGE ST.,  
TORONTO.



## Getting Ready For the Fall.

If you are in the habit of taking a long view of the situation, you will arrange now to have any faulty stock put in good selling shape at once.

We are a real friend to the dry goods man and the milliner—making large quantities of goods, that would otherwise sell at large sacrifice, fit to take position among the freshest goods you have in the store.

Dress goods and other goods dyed by us never fade. The old color does not show through. The finish and lustre that is common to new goods is given to them. No one, as a matter of fact, can tell that they have been redyed.

Not any need to feel that you have made losses because your feathers and plumes have lost their color or are out of curl. We have a good name among the trade in all parts of the Dominion for the manner in which we dye, clean and curl feathers and plumes.

Write us if there is anything else you would like to know about our methods—known to the trade for over twenty years.

## R. Parker & Co.

BRANCH:

1958 Notre Dame St., MONTREAL.

HEAD OFFICE AND WORKS:

787-791 Yonge St., TORONTO.



**WINDOW DECORATING—Continued.**

are no windows that attract better than a good notion display well ticketed. Notions form a line that, as a rule, is let severely alone by the average window-trimmer, although occasionally shown in connection with other goods. While piece goods must necessarily furnish the trimmer with the material for the majority of display, still, notions, small and difficult to handle as they are, furnish possibilities in the line of trimming that have as yet been investigated by but few window-trimmers.

Common, everyday necessities in notions are too frequently neglected or overlooked in favor of the more pretentious and stocky departments; and, yet, any store which does not display

of a little extra time and plenty of stock. As "time is money," displays of notions are usually put in during the "off season," when they greatly aid in attracting trade.

The stock, owing to the demand for such a staple line, is generally in a condition to afford an ample display.

The best plan in preparing a notion window is to leave all idea of an elaborate display out of consideration and concentrate all efforts on making a neat exhibition of everyday necessities, that, ticketed at drawing prices, will keep the department crowded from morning till night.

The various shapes of windows and diversity of lines carried in different localities make any set plan or rule for trimming out of the question. The illustration on page 22



A DISPLAY OF CARPETS AND OILCLOTHS.

occasional notion windows sadly neglects advancing the interests of one of its best paying departments.

While it takes more time and is far more difficult to make a satisfactory or artistic display with notions than with piece goods, still the direct results obtained from a well-trimmed notion window are sometimes far in advance of those received from the general displays of other lines, and this should more than compensate for the extra time and labor given to the display.

The object of a notion display should preeminently be to sell goods, and this should constantly be on the mind of the trimmer, who can accomplish the desired result by the outlay

can be used to good advantage with alterations to suit individual surroundings and conditions. A good idea is to obtain a lot of baskets of a uniform size and fill one, say, with boxes of hairpins, another with dress shields (at one price), another with combs, another with safety pins and so on, and arrange them any suitable way to catch the eye.

Have a neat plain price ticket on each.

Price tickets form a leading feature of all notion displays. A fact necessary to remember when ticketing is that the cards should not be placed so as to hide the article marked, as is too frequently the case.

The articles being small, tickets of white board with black



# M. MARKUS

## IMPORTER

..and..  
Foreign Manufacturers' Agent.

The **WHOLESALE** and **MANUFACTURING TRADE** please  
note that our stock is complete in

**SATINS, SERGES FOR LININGS**  
**COLLAR VELVETEENS**

**Silk Collar Velvet**

**PADDING FELT, COLORED LINING FELT**  
**MANTLE FELT.**

We carry the largest stock in

### TAILORS' TRIMMINGS

as: PANT BUTTONS, OVERCOAT, COAT AND VEST BUTTONS,  
MANTLE, SHIRT, AND DRESS BUTTONS, in Metal, Compo, Bone,  
Pearl and Covered Cloth; BUCKLES, CLASPS, CHAIN AND WOVEN  
HANGERS, RUBBER TISSUE, CHALK, WOVEN NAME LABELS,  
PANT PROTECTORS, HOOKS AND EYES, Etc., Etc.

FOR IMPORT

HOSIERY, GLOVES, SILKS, SATINS,  
VELVETS, DRESS GOODS, LACE, Etc.

**30 Hospital St., - Montreal.**

Toronto: 3 WELLINGTON ST. E.

## We Have Made a Superb Line of Parasols.

Buyers are especially invited to  
call and inspect our range at our  
show room,

*20 Front Street West,*

*Toronto.*

**The Irving Umbrella  
Company, Limited.**

THE GLOVES THAT  
SELL

ARE

# PEWNY'S

DON'T FORGET TO  
GET A GOOD ASSORTMENT  
EARLY.

Styles Always the Latest.

**S. Greenshields, Son & Co.**

MONTREAL and VANCOUVER.

# BATTING...

Guaranteed free of Threads and other  
weak and lifeless stock

*NORTH STAR,*  
*CRESCENT*  
*AND PEARL*

## ..COTTON BATTING..

Quality for this season still better than ever.  
The best at the price. Made of good pure  
Cotton—not of shoddy. Ask for. . . . .

**North Star, Crescent  
and Pearl Batting.**



**WINDOW DECORATING—Continued.**

letters are preferable and the card should be no larger than to conveniently hold the price and description necessary.

**LACES AND RIBBONS.**

No goods carried by the dry goods house possess greater possibilities for decorative purposes than laces and ribbons.

The former are not only beautiful and interesting in themselves, but add very much to the attractiveness of other lines when used in combinations. The latter can be made into an infinite variety of fancy forms and designs and through their harmonious blending of colors are capable of giving brightness and life to any kind or size of window. The illustrations will convey an idea of a neat, attractive lace or ribbon trim.

H. H.

**UMBRELLA WINDOW.**

Nowadays people are thinking of umbrellas and mackintoshes and such like rain protectors, says the St. Louis Dry-goodsman. It is a good time to improve the opportunity and make a showing of them.

If you have no regular umbrella display racks, you can make holders of whatever shapes your fancy dictates, either semi circular, angular, or what not and fasten them into position against the background or on the base of the window.

To secure the umbrellas on these holders turn in two screw eyes, one above the other, about three inches apart for each umbrella, of a size that will allow the tip to drop down into them.

Put such a rack containing some of the best umbrellas in the centre of the base, dress two display forms in mackintoshes and place one on each side of the window, make a design of umbrellas on the background, put some partially opened umbrellas on the base and perhaps a few stands of them fastened together in the shape of a tripod (in which shape they can be held by a heavy rubber band) and you will have a window that will halt a person on a rainy day.

Never forget the price tickets, nor descriptive tickets where the curiosity of an onlooker can be satisfied or aroused so as to bring him into the store.

**LACE CURTAIN WINDOW.**

Probably the meanest things to show properly in the ordinary window are lace curtains, because of the space required to display the patterns. A simple way to make a display rack is to take a length of white inch curtain pole that will reach from the background to within 18 inches of the glass.

Fasten it about 42 inches from the side wall at right angles to the glass and background and at a height that will allow curtains to be draped as at a window. The end at the background is easily fastened, the other end can be held by a black thread or fine wire from the ceiling.

To the side wall fasten pieces of the same kind of pole about a foot apart, laying the outer ends on the top of the piece first fastened. They can be easily tied in place there by a cord.

On the outer end of each pole fasten an ornamental end.

Over the poles drape the patterns to be shown, bringing the one at the rear farthest toward the centre of the window, and, as they approach the glass, make each recede a little, so that the patterns of the borders can be plainly seen.

If the window is large enough the same thing can be repeated at the other side.

A curtain display can be made after a similar manner by fastening the lengths of pole at a central block on the background and making them radiate from the hub, like the spokes of a half wheel, using six or seven spokes. The outer ends should be held up by threads or wires.

The bottom of the window can be filled in with packages of curtains or drapings of upholstery goods.

**SPECIAL DRESS GOODS WINDOW.**

No doubt there are many dress patterns that should find buyers. The feature of a dress goods window at this time should be designed to create desire; hence must embody special inducement. This can be done by arranging a simple display of very special offerings.

Clear out a window and clean it. Then start by covering the background with dress goods, draping them. If the main color of the goods you have selected is dark, use light bright goods for the background. Then about every two feet along the top of the background fasten six-inch pieces of curtain pole so they will stick straight out. On these arrange a piece of bright red dress goods, gathering it at each bracket so that it will hang in fold.

Arrange the base in a series of two steps, or more, if the depth of the window will allow. On these steps arrange drape forms. Then drape a dress pattern on each form. With each pattern next to the glass, arrange the lining; that is, waist and skirt lining, binding and stays. Then on each pattern put a descriptive card, reading, "Regular price 75c. per yard. Price now for the pattern only \$4.98 and linings free." Change the price to fit the goods shown. The yard price should be lettered in black and the pattern price in red. In the centre of the window place a large card reading, "To reduce stock—special offerings in dress patterns."

**ATTENTION TO DETAIL.**

The store in the smaller town, says The Chicago Dry Goods Reporter, is not expected to make the display of the city store nor can it do so, because of lack of materials, but the trimmer in the smaller store can do the best that his materials and ability for the work will allow, and he can give all of his work a finished appearance. It is the practice that makes the perfection in window trimming as in all other things, and the carelessness which shuns details, persists in loose ends and bare spaces, mussed draping and dirty glass develops into a habit which makes the trimmer a poor excuse and a worse excuser.

When you start in to trim a window do not make your plans so elaborate that you cannot carry them out and have to leave the work only partially executed. It is far more effective to put one article in the window and have the draping and position such that it will call people inside, than to put in a half-dozen in a slipshod sloppy manner that will not hold the attention of passers nor give them reason for caring to look at the stock, because there is no real attractiveness about the showing.

Be careful of the details and beware of the criticisms of the people who look at your windows and your interior decorations! There is no critic so observant nor so exacting as the public. Perhaps people cannot always tell exactly what is the matter with the thing, but they know that it is not right. To be sure, it takes time and patience to watch out for the lackings, but



..THE WORLD RENOWNED..

**"Oxford"**FLANNELETTE  
UNDERCLOTHING.

Write for Samples and Price List.



TRADE MARK



MANUFACTURERS

**W. F. LUCAS & CO.**

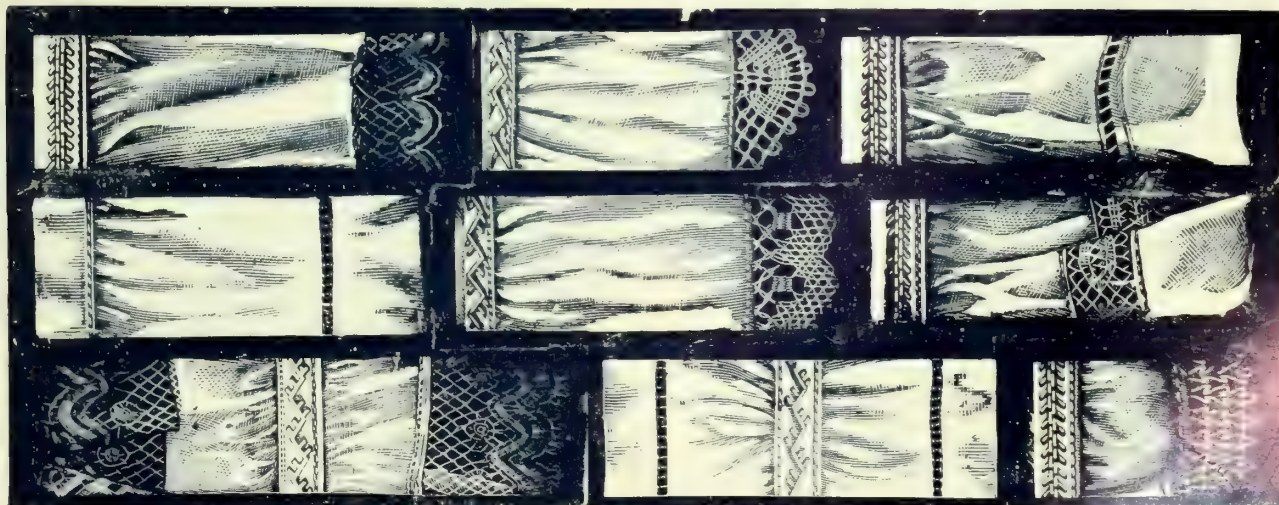
129a LONDON WALL,

LONDON, ENGLAND.

**"PLANTAGENET" FRILLINGS**

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE "PLANTAGENET" GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

**A very large range of Designs and Prices. To be obtained from all leading firms.**



**WINDOW DECORATING—Continued.**

windows like people's faces are the exponents of what is inside—the best way of finding out whether things are done with care and close attention. A shabbily made background destroys all the good front effect and no well-built background can alleviate the lack of good draping in front of it. A window or an interior display will always tell whether the worker has done just enough to "skin through" the job and get out of it.

**SUGGESTIONS FOR SHOW CARDS.**

Season end clean up at pick-up prices.

Summer weight vests at light-weight prices.

Don't figure on getting things to-morrow. At these prices they will be gone ere then.

Veritable counter cleaners; these newly-made prices.

Must clear the counters, is the only good excuse we can offer for such price cutting.

We help you save money. You help us gain space.

Our prices are always the lowest; this policy never varies.

Here's bargain cutting that really cuts.

Prices just right for you. Never mind us.

**THE FUTURE OF SHIRT WAISTS.**

Tooke Bros'. orders to date exceed by 50 per cent. those of last year for Fall waists. Only extended facilities have enabled them to keep up with orders. The demand has been very strong in velvet effects, followed closely by golf cloths and both fancy and plain mohairs. They think that the latter will be in chief demand for the "sorting-up" trip of their travelers.

The most interesting question in the shirt-waist trade at present is: "What about 1901?" It was prophesied some years ago that the shirt waist had come to stay; time has amply proven the truth of the statement. It has also been demonstrated that it is the manufacturer who is ever on the alert for the "newest thing" that commands the trade. This is the aim of Tooke Bros., Limited. That the coming season of 1901 will see important and radical changes they are perfectly aware, yet the fundamental use of the shirt waist must not be lost sight of, and this is economy and comfort. So the manufacturer who shows the most effective waist, combined with simplicity, will be the winner next season, as in all seasons. That it will be another "white" season goes without saying, with the demand for high-priced goods stronger than ever.

Tooke Bros., Limited, have opened up another department to meet their ever increasing business. They will now have a silk shirt waist department called department "D." It is under the management of a competent designer and is provided with facilities for turning out orders within 10 days of receipt.

**RETAILERS' "KUMFORT MITT" PROFIT.**

33½ per cent. is a good profit. It is just what the retailer makes on "Kumfort Mitts." He buys them at \$4.50 net, and sells them at 50c.

The raw material put in these mitts has risen from 20 to 40 per cent. since it was bought, and this is why a muleskin palm, oil-dressed sheepskin back, pure wool lining and wrist, can be put into a strongly-knit mitt for \$4.50 per dozen. The retailer who handles an article like this does not need to worry about having a shelf loaded with moth-eaten goods to be shoved on his customer the following season—they sell out clean.

**MONTREAL DRYGOODSMEN LOSE BY FIRE.**

SUNDAY morning, August 6, was a disastrous morning to the retail dry goods trade of Montreal. About 1.30 o'clock fire broke out in the large establishment of Bernier & West, situate on the corner of University and St. Catherine streets, and in 30 minutes the entire building and stock were gutted and great damage done to Scroggie's stock across the street.

The Bernier & West building was considered an unsatisfactory one from an insurance point of view, and Mr. Bernier stands to be a heavy loser in consequence. Nothing whatever was saved. The stock was valued at \$175,000, and the insurance does not amount to more than \$20,000 or \$25,000. Even that amount Mr. Bernier does not expect to collect, for the insurance was placed with an American company, and there was some hitch in the arrangements.

Mr. Bernier had lately been laying in stock very heavily for the Fall, and the house was full. The only thing left intact among the stumps of pillars was a Union Jack, which had been hanging in the store.

The intense heat damaged other neighboring buildings, among which was Scroggie's. All the plate glass windows on the St. Catherine street front were smashed to atoms, and, while the water did not do a great deal of damage, yet the smoke injured many fine fabrics, so as to considerably lower the value of the stock.

Mr. S. Goltman, a St. Catherine street tailor, will also have a large claim against the insurance companies for damages.

**TILBURY BUSINESS MEN.**

Mr. W. C. Crawford, general, or you might say departmental store, for you could scarcely conceive of any article he does not carry in his monster new premises in Tilbury, which for modern convenience could hardly be improved on. Mr. Crawford is a hustler, and has the tact to do everything in systematic order, and although kept so busy in superintending so large a business, has always time to see all callers, and dispose of them in a way which makes them feel they would like to call again. Judging from the fine premises and active business carried on there, the Tilbury merchants must be prospering.

Since I last visited Tilbury, Mr. J. S. Richardson, general merchant, has moved into his large new brick premises, 40 x 155 ft; with plate glass front, 14 x 37 ft. This is one of the finest stores I have seen. There is not a single pillar to obstruct the view over the whole floor, the ceilings being supported by steel girders. On the first floor, dry goods, boots, shoes, hats, caps, and ready-made clothing are tastily arranged, while, at the back, the grocery department is located. On the south side is a fine suite of offices of fine workmanship, finished in ash. The second floor is devoted to the millinery, carpet and housefurnishing lines. The building is heated throughout by steam, lighted by electricity, and cash carriers traverse the whole store.

Mr. Richardson is an active business man, and courteous to everyone. He reports business good.

**PERSONAL MENTION.**

Mr. R. A. Brock, of the W. R. Brock Company, Limited, Montreal, is taking a couple of weeks of well-merited holidays.

Messrs. Fraser and Lee, of S. Greenshields, Son & Co., Montreal, have gone to Europe to pick up the latest ideas for their respective departments.





1840 — ESTABLISHED — 1840



**WHOLESALE**

General  
Staple  
and  
Fancy

**DRY GOODS**



**DRY GOODS.**

Canadian  
American  
and  
European

**WHOLESALE**

Sample Rooms :  
Temple Building,  
MONTREAL.

**P. GARNEAU, FILS & CIE.**  
**QUEBEC.**

Sample Rooms :  
Sandford Block,  
WINNIPEG.

**WM. PARKS & SON, Limited**

**ST. JOHN, N.B.**



NEW BRUNSWICK COTTON MILLS

**Cotton Spinners,  
Bleachers, Dyers  
Manufacturers**

Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam  
Warps for Ontario.



ST. JOHN COTTON MILLS

**Flannelettes,  
Saxonys, Yarns,  
Beam Warps.**

\*\*\*\*\*

The Only "WATER TWIST" Yarn Made in Canada.



## MONTREAL RETAILERS' PICNIC.

L'Excursion de la Société des Marchands  
Détailleurs de Nouveautés.

Reported for THE DRY GOODS REVIEW.

**T**HE eleventh annual excursion of the Retail Dry Goods Merchants of Montreal was to have been held on Wednesday, July 25. Unfortunately, the heavens were watering the earth that morning in a manner which did not bid fair to make a picnic a success. So the management wisely decided to send the would-be excursionists back to work and to postpone the trip till the morrow. On Thursday the morning broke clear and fine; and all through the day the merchants enjoyed a cloudless sky and cool breeze.

It was the pretty little village of Chambly, on the banks of the Richelieu, that was chosen as the objective point for this year's invasion. A train of six cars was drawn up at Bonaventure station to carry the army to "the front," but the number of volunteers was so large that two extra cars had to be added to provide accommodation. There must have been 700 people in the party, an unexpectedly large number, considering the postponement. The train left the station about 9 o'clock and reached Chambly about 9 45. Then commenced a day of enjoyment that has not been surpassed since the annual affair has begun to have a history.

The people and civic authorities of Chambly had made elaborate preparations, and the crowd was provided with sufficient amusement and sightseeing to keep them interested all through the day. In fact, the place was so delightful that about 25 people nearly missed the train coming home. Howard Park, situated right beside the railway station, was gaily decorated with flags and streamers, bearing the suggestive word "Bienvenu." A large covered platform for dancing had been erected especially for the occasion; here Ratto's orchestra took up its position immediately upon the arrival of the train and dancing was continued throughout the day.

The games committee, under the presidency of Mr. O. Lemire, immediately set to work and had quite a number of the events on the programme successfully run off before the dinner-bell rang. Then everybody was hungry. Those who had not brought their eatables with them sat down to a huge banquet table, set in a shady part of the grounds, where body and mind were satisfied to the full. The "president honoraire," M. G. Marsolais, presided, and about him were the officers of the association and town officials. After the "Queen" was toasted right heartily, the "Mayor and Corporation of Chambly" came in for a good deal of merited attention. In replying to the toast, M. Chs. Durocher, mayor of Chambly Basin, welcomed the excursionists in a happy speech. Other speeches, appropriate to the occasion, were made by many of the orators of the day.

The afternoon was passed by many in the park, where the games and dancing were continued. The games resulted as follows:

150 Yards' Race—Open to the trade.—1st, M. Constantineau (\$10 given by Le Journal); 2nd, M. Ad. Gagnon, traveling bag; 3rd, M. J. Lesage, box of cigars.

100 Yards' Race—For boys between 11 and 15 years of age.—1st, Leopold Ethier, punching bag; 2nd, Ovide Morran, lacrosse and ball.

50 Yards' Race—Open to ladies.—1st, Miss Archambault, toilet set; 2nd, Miss R. Martel, two statues.

100 Yards' Race—Open to dry goods travelers.—1st, M. Christie, cabaret; 2nd, M. Lefort, fruit basket; 3rd, M. Brodeur, hammock.

75 Yards' Race—For boys between 7 and 11.—1st, M. R. Lesperance, air gun; 2nd, L. Lamalice, baseball, bat and glove.

75 Yards' Race—Open to ladies under 15 years.—1st, Miss Fleury, opera glasses; 2nd, Miss B. de Gruely, croquet set; 3rd, Miss J. Dupuis, mirror.

100 Yards' Fat Man's Race.—1st, M. S. Turgeon, dinner set; 2nd, M. D. Nadeau, china set.

150 Yards' Race—Open to members of the committee.—1st, Mr. J. E. Robitaille, dinner set; 2nd, Mr. G. Gareau, onyx table; 3rd, Mr. M. Eug. Viau.

250 Yards' Race—Open to excursionists.—1st, E. H. Cooper, fruit dish; 2nd, M. I. Burrows.

75 Yards' Race—Open to dry goods merchants.—1st, Ars. Lamy \$15 (donated by Le Journal); 2nd, Ad. Lamy, \$5 (donated by J. O. Trempe); 3rd, Bruno Charbonneau, \$2.50 in gold.

150 Yards' Race—Open to members of the association.—1st, Ad. Daigneault, president's cup; 2nd, Ad. Fleury, one dozen photos.

Consolation Race.—1st, Rod. Audette, pipe.

An amusing game of football between sides chosen from the picnicing merchants closed the day's sport. No one knew anything about the rules of the game, not even the referee, so it soon became a contest between the resourcefulness of the opposing teams in inventing rules to suit their own conveniences. Several gentlemen demonstrated their ability to fall down a four foot ditch and climb out again in less than four seconds.

Chambly, itself, is of more than ordinary interest, inasmuch as its history dates back as far as any town in Quebec. Its historical data and landmarks have been well preserved by Mr. J. O. Dion, a respected inhabitant of the place, who has lately been honored by the French academy. The town derives its name from Jacques de Chambly, a captain in the famous regiment de Carignan Satiere, who arrived on the banks of the Richelieu in 1665. The old fort was built by the French in the days of their early struggles against the Iroquois, burned by the Americans in the incursion of 1776, reerected by Sir Guy Carleton in 1777 and abandoned in 1848. The visitors to the fort were numerous during the day. Other old places in the village were also visited. The immense dam in the Richelieu that was built to generate power for the Chambly Electric Power Company is also a piece of engineering that struck wonder in the minds of the excursionists.

Altogether there was more than sufficient to detract attention from thoughts of business. It was a day of rest and yet of profit. The people of Chambly are to be thanked for their cordial invitation and entertainment, while the committees who decided to take the merchants there, and who looked after them while they were there, earned the gratitude of all who had the privilege of enjoying that grand success.

The general excursion committee was composed of the following gentlemen: G. Marsolais, honorary president; O. David, treasurer; G. Labonte, commissaire-ordonnateur; J. M. Marcotte, secretary.

Among those whom were noticed on the train were: E. Labelle, Jos. Normandin, P. E. Paquette, A. O. Morin, G. Marsolais, G. Labelle, Jos. Ethier, P. Moisan, Alph. Moisan, O. David, M. David, B. Charbonneau, Jos. Filiatrault, S. A. Larose, A. Fleury, J. E. Robitaille, H. Viau, L. H. Desjardins, de Terrebonne; J. W. Moreau, E. Dupuis, E. P. Oakes, K. J. Fortier, Rouleau, M. Labrecque, E. Desjardins, E. Champagne, Alph. Boucher, O. Lemire, J. D. Couture, J. E. Lafond, F. Letendre, J. B. Paquin, C. F. Duranceau, F. J. Pelletier, Z. Jolicœur, J. A. Lecompte, E. A. Leclaire, A. Lamy, F. Brouin, L. A. Dûbrule, F. Archambault, J. L. Turgeon, Nap. Marcotte, W. Lafrance, P. Lamy, E. Lamy, A. Dufort, A. Arcand, T. Masse, J. B. Lanctot, J. O. Genereux, O. Bastien, J. O. Gareau, E. A. Ste-Marie, Z. Turgeon, J. A. Delisle, Adam Lamy, A. J. Vallieres, T. A. Daigneau, Capitaine Theo. Grothe, G. Delorimier, T. A. A. Belanger.

### NOTES.

The big crowd brought the management a surplus of about \$200. This fact ought to reduce the price of tickets next year.

The association is noted for its successful picnics. This year's affair bore out its reputation. Isn't this fact due to the commonsense of the secretary?

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MONTREAL AND TORONTO, AUGUST, 1900.

**WHEN WRITING ADVERTISERS  
 PLEASE MENTION THAT YOU SAW  
 THEIR ADVERTISEMENT IN THIS PAPER**

### THE TRADE OUTLOOK.

THE Canadian dry goods trade is, generally speaking, in a healthy condition. Perhaps the most outstanding feature is the amount of imports, which are heavy, probably the heaviest on record at this season. A good sorting trade, however, is confidently expected, so that stocks should be materially reduced. The exhibition season is at hand, when a good many buyers visit the principal cities in person and house trade flourishes. The Autumn wholesale millinery openings will be held the last week in August and the trade consider the outlook for Fall millinery exceptionally good.

There is a widespread impression in Great Britain and the United States, which extends to this country, that prices cannot be maintained at present level, and that when they break we shall be face to face with another decline in trade. It should, however, be borne in mind that Canadian buyers never paid top prices. Whatever may be said of woollens,

buyers contend that there will be no fall in cotton prices. Some aver that wholesale houses have kept their customers supplied at the old figures, being protected by long contracts with the mills.

In Canada, at the moment, the most discouraging feature is the wheat crop outlook in Manitoba. It is, undoubtedly, bad. Owing to the want of rain, when there is usually plenty, it is the general estimate that the yield will be 40 to 50 per cent. short of that of last year. It was at one time thought that the crop of fodder would also be seriously short, but the rains, while not early enough to materially benefit the wheat crop, insured an ample supply of feed for the live stock. Oats and barley also promise to yield well, but, of course, the yield in those cereals cannot fully compensate for the loss in the wheat crop.

But mixed farming has developed a great deal of late years in Manitoba, particularly in the dairying branch, and the loss from the wheat crop will not be by any means so serious as it would have been a few years ago. It is serious enough, at any rate, no matter how we look at it.

Cereal crops in the Northwest Territories are about as promising as those in Manitoba are unpromising, all reports from there indicating a large yield. The dairying and stock-raising industries there are also developing in a satisfactory manner.

In Ontario, the wheat crop is not a heavy one, but it is a good one nevertheless, and particularly as far as quality is concerned. Other grains are most promising, while the fruit crop, taking it all around, is a bountiful one. Roots are also yielding well. The dairying industry of the Province is in a most thriving condition.

The hay crop of the Province of Quebec will be equal to, if not in excess of, that of last year. The grain crops are looking well and fair root crops are predicted.

Down in the Maritime Provinces the hay crop is a beautiful one, and the fruit trees are yielding liberally. An excellent crop of apples is assured in Nova Scotia, that important apple-producing country.

Out in British Columbia, the agricultural industry, which includes stock-raising, fruit-growing, etc., is making steady development. But, of course, mining is the principal industry in that Province. As everyone knows, the metalliferous mining there has been quiet, owing largely to certain mining laws passed by the Provincial Legislature in regard to labor, but recovery is being made from this, and it is asserted that in the precious metals the present year will be a record one. In the coal mining industry the activity is most pronounced. On Vancouver Island the demand exceeds the supply, and from the information that comes to us from Nova Scotia, much the same condition of affairs prevails there.

The lumber industry from one end of the Dominion to the other is in a healthy condition, and the demand for home and foreign requirements is likely to take care of all the mills can turn out.

The railway returns and the reports of the clearing houses are pretty reliable barometers of the present conditions of trade.



These do not show a steady increase from week to week, yet, they are satisfactory.

The gross earnings of the Grand Trunk for the first six months of the year aggregated \$10,842,746, compared with \$10,076,802 for the same period in 1899. Those of the Canadian Pacific Railway were \$14,107,038 and \$12,688,362 respectively.

The bank clearings some weeks show increases and others again decreases, but they are larger than they were two years ago. The clearings for the first six months of the year were 25 per cent. less than during the same period in 1899, the figures being \$763,822,002 and \$784,277,759 respectively. The monthly bank returns are, as a rule, of a favorable character, and an increase of nearly 6½ millions in the note circulation of June over the same month of 1899 is certainly indicative of active trade.

There is certainly nothing alarming in the situation as far as Canada is concerned. In fact, there is a great deal that should impart confidence. But it is well that business men should be careful and not hoist too much sail.

#### ADVANTAGES OF RELYING ON SALESMEN.

IS it not funny the way some merchants are so confident "they know all about it" and are such "keen judges of values?"

The writer has seen men who, from their years of experience, should be well posted in every line in their business, and yet who look wise, handle a sample of goods and declare it "too dear," when in reality they are simply losing the opinion of the salesman, be he either drummer or the employe behind the counter. If a merchant really does not know values it will be of advantage to engage good, reliable salesmen, pay them well and let them buy for him.

Want of confidence in their salesmen does more to add to bad stock than probably any other cause in business. A case in point: A representative of a wholesale firm called on a merchant in a northern town. Instead of at once referring to the man who sold the line, he was told to call in the afternoon. Then the young man was sent to the sample-room to make selections, which were sent to the shop, and duly criticized by the man of all departments. The poorest choice was chosen, and, in turn, submitted to the head of the house, who, eventually, went to the sample-room, made other selections independently of the other two and then kicked because the bulk of the selection was on the shelves at stock-taking. And there are merchants who can read this and, if they are not cast iron, benefit by giving it attention.

The country merchant in Canada thinks he is economizing by engaging poorly-paid assistants. The result being that the trade of his town gets away to the next large town. Smart salesmen will keep the business. Well-paid salesmen will take an interest in their business, and will not be looking for a change of situation. Any visitor to the United States (the title "America" is intentionally left out as the U. S.-landers

have no special privilege to be called Americans), will be surprised if he cares to ask in any of the shops, if there are any Canadians employed there. He will find them from all parts of our country, and mostly from the small towns, where they would not stay on the small salary. These Canadians in the United States generally hold the best positions. The moral education of our people is a strong recommendation for an applicant for a position in the United States. The man may not be a success for the first six months, but Canadian energy and ability to get to the top is appreciated everywhere except by the merchant of the small town in Canada.

Place more reliance in your salespeople, let them know something and then if they are not increasing the sales and profits and reducing old stock you have the wrong man. A man may be no good in one store and a great success in another, and, if the reason be looked for, it will be found that in the latter place he is allowed the use of his reasoning powers.

#### PRICES OF RUBBER CLOTHING.

It seems probable that rubber clothing will soon be subjected to an advance in price. We hear that wholesalers are now paying more than they were a short time ago, but, as yet, the retail quotations remain as they have been.

This advance is traceable directly to the increased price of the raw materials. Rubber that was worth 3s. per pound last year is now worth 8s. per pound. This phenomenal rise is due to preparation for the demand likely to be caused by the laying of the Pacific cable. All cloths have advanced in price also, some to the extent of 50 per cent., and others as low as 20 per cent. So it seems reasonable to suppose that, when the present stock of raw material is exhausted, an advance in price of the finished article must ensue.

#### DEPARTMENT STORE ACTIVITY.

The local merchant, who has a right to his own local trade, should redouble his exertions to retain it. The city department stores are very active. They get the names of persons all over the country and thus distribute catalogues far and wide. Lately we heard of an ingenious method by which one Canadian store got lists of new names of possible buyers. A prize was offered to each man or woman who would send in a list of 10 names of purchasers of store goods not to be found on any existing list. The method was successful. Will it be believed when we say that about 10,000 names of buyers not to be got on any known list, such as voters' lists, etc., were obtained in this way? Yet, such we are assured is the case. The moral is that the local merchant, who has the advantage of distance, of personal knowledge of his customers, of equal facilities for getting at buyers, and other factors in his favor, should leave no stone unturned to hold and extend his trade. The city department stores have many useful expedients for getting business. Let us adapt these to our local requirements and avoid their errors.



## AN ESTATE FRITTERED AWAY.

AS an instance of the way in which an estate can be frittered away under the present Insolvency Law of Ontario, our attention is called to a recent case in that Province.

The firm were in business difficulties, but refused to assign, and resort was had by the creditors to legal proceedings to effect this end. The statement showed liabilities of over \$11,000, with assets nominally about the same. The assets, after the privileged claims and the assignee's commission had been paid, realized \$3,000. From this had to be taken the cost of the litigation which had gone on for some time and amounted to about \$2,500. There were also the expenses of a man to check the stock, about \$25.

The consequence was that the creditors, when everything was wound up, only realized about 4c. on the dollar. This is certainly an evidence of the unsatisfactory state of the law, and creditors can hardly be expected to be satisfied with such a return. But, as the Ontario law does not provide for the forcing of estates into insolvency, it is clear that some provision is needed to effect a prompt and cheap winding up of bankrupt estates.

## RETURNING GOODS.

WE have seen some extraordinary evidences of gross carelessness lately in the returning of goods. We do not believe that any capable merchant who conducts his business well would approve of such methods.

Retailers sometimes suffer from customers who bring back goods in soiled condition. It is most annoying. Perhaps, because you do not want to offend a good customer you overlook the matter, and—reluctantly—exchange or give the money back. But it is not fair. No customer has a right to expect either an exchange or the money back, unless the goods are returned in exactly the condition in which they were purchased.

This rule is equally fair when applied to returns to wholesale houses. In the instances mentioned, the goods were returned in a disgraceful state. One lot we saw contained some spot muslins. They were crushed and soiled, and could never be resold at their face value. In another case, we saw boxed goods returned with the boxes broken and shattered, and their contents all mixed up so that it would be hard to fold and sort them into shape again. In still another instance, hosiery came back crumpled, with the bands untied. They seemed to have been done up loosely in a bale with some heavy goods. On one occasion some patriotic goods were returned, after a holiday, just as if they were retained long enough to test the holiday demand, and then dumped back. What made these matters worse, no explanation, polite request or apology accompanied the goods.

We find it impossible to believe that any intelligent merchant is himself responsible for such methods. He would not allow them to be practised on him, and, consequently, he

would not do it to others. The probable explanation is that someone in the store has been commissioned to attend to the matter, either a careless storeman or an incompetent boy, and the merchant believes it is done according to his instructions. No well regulated clerk would be guilty of the mistake, and no merchant we know of would defend it.

As such methods always injure the merchant in the eyes of the commercial community—because stories are often spread about in the trade—it is worth his while to see that his assistants do the work well, and do not earn for him (unjustly) criticism of his management and methods which he does not deserve.

## MARITIME BOARD OF TRADE.

THE sixth annual meeting of the Board of Trade of the Maritime Provinces is being held this month at Kentville, N.S. This organization is a useful and progressive one. It has done much practical work for the benefit of the Provinces which it represents, and it is, in several respects, a model for our merchants in other parts of Canada.

The meeting last year at St. John—a full report of which appeared in these columns—must have convinced many of our readers that the Maritime Board is an active body performing really valuable work for the commercial community. During the past year, it is creditable to the energy of President M. G. DeWolf and Secretary G. E. Calkin to be able to record that new local boards of trade have been formed at Summerside, Souris, Canning, Yarmouth, Bridgetown, Digby and other towns, and that the representation on the Maritime Board is increasing.

During the year a feature of the work has been the co-operation of the mayors of the various towns where new boards are formed. There can be no doubt of the business value of such bodies. When the business sentiment of the whole Dominion becomes thoroughly organized many evils of which we merchants now complain can the more easily be got rid of. Many movements and reforms can be pushed forward by means of such boards which otherwise would hang fire. The subjects discussed by the Maritime Board are eminently practical and important. The programme for the Kentville meeting includes the following :

1. Preferential Trade within the Empire.
2. Development of Canadian Trade with the West Indies.
3. Curriculum of our Schools in relation to our industrial and commercial advancement.
4. What can be done to attract a desirable class of Immigrants to the Maritime Provinces.
5. Daily Mail Service between Digby and St. John throughout the year.
6. Better Hotel and other accommodations for tourists.
7. Rates of freight on apples.
8. Development of iron and steel industries.
9. Atlantic Mail Service on the basis of speed.
10. Legislative Union Maritime Provinces.

It will be noticed that the matters to be discussed are of national, as well as local, concern. We hope to present in the next issue of THE DRY GOODS REVIEW a complete report of the proceedings. The meeting, we trust, will be successful.



# Hat, Cap and



# Fur Trade.

## The Canadian Trade.

Importers' samples of English hats for Spring trade have not been shown in this market yet, although they will be shortly.

No radical changes are expected, and this is borne out by the advices from London. In the United States an attempt is being made to vary styles by introducing the taper crown, but Canadian opinion is apt to be contrary to it, as it is not so becoming to the ordinary person.

## Effects of the Chinese Troubles.

The great bulk of the Chinese goods required for the fur trade are shipped from China during the months of June, July and August, but during this season no shipments have been made, and it is now too late to ship such goods this year, not merely on account of the time having nearly expired, but owing to the more important fact, that the goods have not been prepared or collected in China, and, under existing conditions, cannot be made ready—in brief—do not exist; and it may, therefore, be stated that this year's business in Chinese goods suitable for the fur trade has been absolutely lost. These facts, says The New York Fur Trade Review, apply to goat rugs, dog robes, goat skins and sheep rugs, of which no supplies need be expected to come forward from China this year, and as stocks of these goods are very limited in our market, and manufacturers have only small supplies, it is evident that very great study will be required in working up and disposing of the robe stock to the advantage of all concerned; and it is, furthermore, plain that some substitute will have to be provided for the coming year, and unless very great care is exercised in the matter of prices on the few suitable articles, owing to very limited quantity, they will doubtless unreasonably advance in value. The facts set forth also apply to Chinese goods of every description, including kid crosses and skins, sheep crosses, Mongolian crosses and skins, Thibet coats, crosses and skins, various sables and "Chinese goods" of every description entering into consumption in the United States through the channels of the fur trade. Cheap fur goods, it will be observed, will be materially affected; but, if the condition results in the larger use of better furs, articles really of fur, the loss will not be so serious as we now apprehend.

## The Fur Market.

This is the period of midsummer dulness and nothing is arising from present transactions to give any indications of the trend of the market, beyond the fact that Chinese imports, which are usually in London by this time, will probably be seriously affected by the war. The Nijni Fair is now in progress, as it generally gets down to business about August 1. Conversing with Mr. James D. Allan, Toronto, concerning the outlook, THE REVIEW learned that this fur buyer's advices, from conservative sources, were to the effect that trouble in China has been looked for during the past two years. From the interior of China a fair proportion of new furs have in previous years

found their way to the Russian fair which is the great market for persians and astrakans. As to persians, their universal use at present naturally tends to firm prices, while, owing to the fact that only about 60 per cent. of the usual offerings are coming forward this season, the price is likely to be much affected. If, Mr. Allan stated, prices are forced much higher, it will be unfortunate, as they have about reached the highest point where the Canadian consumer will buy. As to astrakans, the Nijni Fair has not usually the same effect, as they are dealt in by certain dressers in Moscow, who usually take them there in the undyed state. The prices, however, for them will be no weaker, it is safe to assume. The probability also points to an advance of 50 per cent. in goat robes, which are a staple article in this market, and, as the imports of these robes was only one quarter of that of previous years, late purchases must be at revised figures.

Advices from Australia, where the Winter season is now on, go to indicate that supplies will be less and that prices will rule higher. This affects such furs as wombat, wallaby, and opossum.

Another curious result of the China troubles is the effect on the ginseng root trade, usually carried on by raw skin collectors. It is gathered in certain districts of Ontario, and in ordinary times brings \$5 per lb., being imported by the Chinese, as some think, for sacrificial purposes. The price has now dropped to \$1.50, and, as the root deteriorates if kept, it is hard to hold a supply for a rise.

## The English Hat Trade.

Says a London correspondent, writing July 28: "The Summer has been fairly good for the cap manufacturers in the Manchester district; but with regard to the silk and felt branches at Ashton, Stockport, Hyde, and Denton, these are not characterized by any great amount of activity, except in the case of a few specialties, so far as the home distributing houses are concerned. Retailers of these classes of goods have made great complaints in the last couple of months of the difficulty of sales, the condition of the weather being one chief cause of the depression. As to straws, while 'ladies' sailors' have been a popular line, the sales of men's have been dull and disappointing, and show a considerable decline from last year.

"As many statements adverse to the hat trade have been made, in consequence of the China trouble, it may be well to point out that the exports from Manchester (chiefly Stockport and Denton) have closely approached in value £700,000 a year, the Far Eastern business being a mere trifle, while a very considerable trade has been done with South Africa and the Australian Commonwealth. The chief effect of the China trouble will be in the make of Luton straws. Canton plait, which is imported largely, went up £2 a bale on the outbreak of the disturbance. Most of the straws required for the current year have been made, however, and the comparatively slow

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**HATS AND CAPS—Continued.**

trade has left makers in possession of considerable raw material.

"The present trouble in the Far East is likely to have a disastrous effect on the straw-hat industry of Luton, which imports large quantities of straw braid by way of Tientsin, the seat of the Chinese trade. No shipments have been made at that port for the last month. Canton plait, of which six tenths of the Luton straw hats are made, has increased £2 per bale on the London market."

**English  
Fall Shapes.**

There is very little change in shapes for Fall, says the London correspondent of The American Hatter. The felts are slightly smaller, but the public seem to cling to the larger shapes more than was expected. The silk hats run from  $\frac{1}{4}$  to  $\frac{3}{8}$  bell, with a depth of  $6\frac{1}{8}$  to  $6\frac{1}{4}$ , and the brims are both roll and Anglesea.

"One of the most noticeable features of the trade is the increase in the Continental trade for fine silk hats, and in Paris, particularly, the change to London styles. Parisians used to have a style of their own in silks, and at such gatherings as race meetings, etc., straw hats would be considered correct, but it was quite a noticeable feature at the 'Grand Prix' this year that fully nine out of every ten men wore silk hats, and most of them were London make and style. The English manufacturers tell me that their French customers are buying more silk hats than ever, and, while Paris sets the world's fashion for ladies' wear, London certainly leads it for men's."

Messrs. Tress & Co. are now showing their Fall samples. The new silks are slightly straighter, running about  $6\frac{1}{8}$  with  $\frac{1}{4}$  bell, and bold brim, with  $\frac{1}{2}$ -inch full Anglesea curl. The felts are slightly smaller, with full crowns. In ladies' goods, Messrs. Tress & Co. are showing a splendid assortment of walking hats. They run rather large, open-brim styles, with trimmings of ribbons, quills and wings, and among them are some decided novelties which, for various reasons, I must not specify. They are also showing the real "Baden Powell" hat, with a novelty in bands. The actual hat worn by Baden Powell was, I believe, made by Tress & Co., and there is a peculiarity about it which I have not seen on any imitations made by other firms. This hat is made in ladies' sizes.

"At Christy & Co.'s I saw Mr. Shattuck, who has just returned from his trip to Australia. He journeyed back via the Pacific and through the United States, where he met Emerson Wood. Both gentlemen have been very successful in placing the Christy hat with all the good houses. Emerson Wood and the Christy hat are both so well known in the United States, that it is unnecessary to speak of the merits of either."

**TRIBUTE TO MR. ROBERT N. SMYTH.**

A MARKED compliment was paid to Mr. Robert N. Smyth by the wholesale trade of Canada, in Montreal, August 1, as a testimony to his efforts and those of The Shareholder to put a stop to the irregularities that have been resorted to in the matter of undervaluation in Customs invoices. A luncheon was given to Mr. Smyth at the Place Viger Hotel, Montreal, and was attended by the following eminent members of the trade: Mr. James Rodger, President of the Wholesale Dry Goods Association (in the chair); Messrs. A. F. Gault, E. B. Greenshields, James Slessor, R. W. Macdougall, Geo. B. Fraser, W. C. Towers, Thos. Brophy, Jas. Gardner, S. C.

Matthews, F. E. Hodgson, A. W. D. Howell, A. D. Kyle, Wm. Agnew, Jas. R. Whyte, Geo. D. Harper.

The chairman, in a capital speech, expressed the views of the trade throughout Canada on Mr. Smyth's courageous and energetic conduct in seeking to break down illegitimate methods of conducting business, and concluded by reading the following address, signed, as will be seen, by leading firms of the Dominion:

TO ROBERT N. SMYTH, ESQ.:

Dear Sir,—We, the undersigned importers of Canada, desire to express our hearty appreciation of the valuable services you have rendered to the country by the fearless and outspoken manner in which you have discussed questions affecting the wholesale dry goods trade in the columns of The Shareholder.

We admire the public spirit you have shown in dealing with undervaluations at the Customs house. The stand you have taken has been for right against wrong. It has required no small amount of courage on your part, and has involved you in considerable expense.

We are pleased to know that in a suit lately taken against you in the courts, you have been fully vindicated in the course you have pursued. This result has only been obtained by perseverance and untiring energy on your part, and we feel sure that it will be of permanent benefit to the trade, as well as to the revenue of the country.

We feel that your action in these matters is well deserving of recognition, and beg your acceptance for yourself and Mrs. Smyth of the accompanying tokens of our respect and regard.

With best wishes for your happiness and success,

We are, Dear Sir,

Very truly yours,

Montreal—Wm. Agnew & Co., The W. R. Brock Co., Limited, Brophy, Cains & Co., Caverhill & Kiscock, The Gault Bros. Co., Limited, S. Greenshields, Son & Co., Matthews, Towers & Co., Hodgson, Sumner & Co., Kyle, Cheesbrough & Co., McIntyre, Son & Co., Tooke Bros. Co., Limited.

Toronto—The W. R. Brock Co., Limited, Gordon, Mackay & Co., Limited, V. Goulding & Son, John Macdonald & Co., The Merchants Dyeing and Finishing Co., Limited, Wyld, Darling & Co.

St. John, N.B.—The London House Wholesale, Limited, Brock & Patterson, Manchester, Robertson & Allison, Vassie & Co., Limited.

Kingston—Macnee & Minnes.

London—Robinson, Little & Co.

Ottawa—John M. Garland, Son & Co.

Quebec—Wm. McLimont & Son.

Winnipeg—R. J. Whitla & Co.

Accompanying the address, which was illuminated and in itself a handsome compliment, were a gold watch and chain, scarf pin and diamond ring for Mr. Smyth, and a gold chain and diamond and emerald ring for Mrs. Smyth. Congratulatory remarks were also made by Messrs. E. B. Greenshields, A. F. Gault, James Gardner, Wm. Agnew, James Whyte, James Slessor and R. W. Macdougall.

In reply to address and presentation, Mr. Smyth stated that he could not find words to suitably reply to the great honor done him, by such a highly complimentary address accompanied by such handsome presents. He asked each one present to imagine himself for the time in his position and then he thought they could better realize how sincerely he appreciated such an address coming from so many of the largest and best-known wholesale houses in Canada. Mr. Smyth added that The Shareholder had always been, and would always be, run on the same lines; it had exposed many frauds, and would continue to do so wherever fraud was discovered. A paper like The Shareholder could not expect to have everyone a friend. It must hurt the feelings of some, and when people are denounced for practising fraud they are very sensitive and immediately threaten to take out action. The Shareholder was, however, always careful in securing reliable information before publishing exposures of fraud and thus fortified in its position would not hesitate to express its opinion.

## WAIT FOR US

We are showing

# "Maritime" Wrappers

in great variety for

## FALL SEASON.

Do not fail to see our Specials in **GERMAN MOLLETON FLANNEL HOUSE-GOWNS.** The most complete line shown in Canada.

THE . . .

# Maritime Wrapper Co.

Limited

Ontario Agent

J. H. PARKHILL

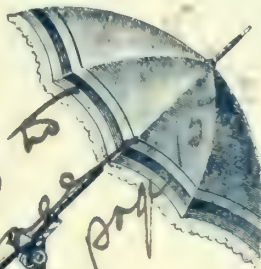
46 Toronto Arcade, Toronto.

WOODSTOCK, N.B.

## Artistic Window and Interior Display Fixtures.

### SPECIALTIES:

WINDOW DISPLAY  
FIXTURES.  
STORE AND COUNTER  
STOOLS.  
WAX and PAPIER  
MACHE FORMS.  
BRASS SIGNS AND  
LETTERS.  
HAND AND WINDOW  
RAILINGS.



SEND FOR CATALOGUE.

**Toronto Brass  
Manufacturing  
Co.,**

91-95 Richmond  
St. W.

## THE EMPIRE CARPET CO.

**FALL 1900.**

# New Samples..

# Now Ready

Magnificent range of—

New Designs and Colorings  
at Unequalled Values.

WAIT FOR OUR TRAVELLERS.

THE . . .

## EMPIRE CARPET CO.

ST. CATHARINES, ONT.

## AUER GASOLINE LAMP

Money . . .  
back if  
not satis-  
factory.

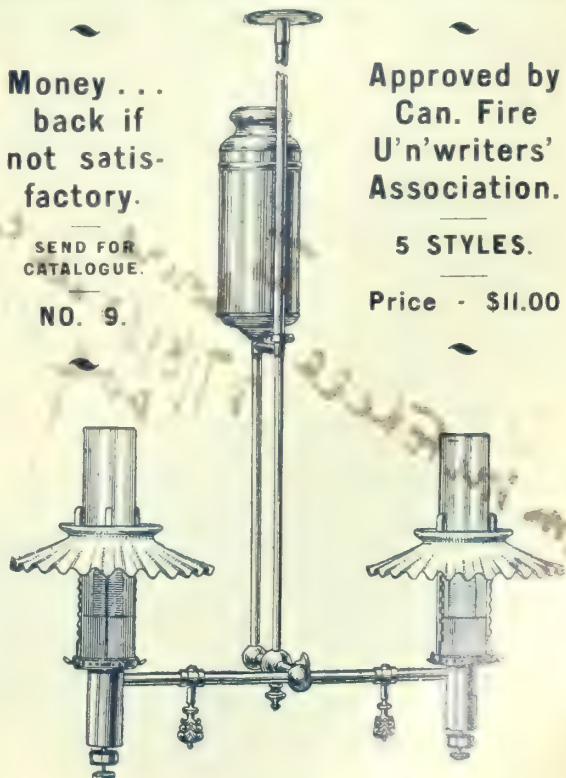
SEND FOR  
CATALOGUE.

NO. 9.

Approved by  
Can. Fire  
U'n'writers'  
Association.

5 STYLES.

Price - \$11.00



**Auer Light Co., Montreal**



# CARPETS, CURTAINS AND WALL PAPERS.

## PRICES OF CANADIAN OILCLOTHS.

BY an inadvertance, the list of prices of Canadian oilcloths given in our last issue did not embody the latest quotations in these goods. Thanks are due to a number of readers of THE REVIEW in different parts of Canada who pointed out the omission. Correction is duly made in this issue under our usual market quotations. The oilcloth market has been strong for some months, and the increase in the prices of Canadian goods has been fully warranted by conditions elsewhere. It is said that a large Canadian importer, when prices of domestic goods went up, tried the experiment of bringing in some United States makes. But, values considered, they could not be laid down here for the money, and further importations were not made. It is well known that Canadian oilcloths, more especially table oils, cannot be surpassed by any makers in the world.

## THE ENGLISH CARPET TRADE.

English advices to July 28 say: "The carpet trade grows more quiet, though as yet few looms are idle. A good many are making trials of patterns, but, on the whole, deliveries of carpet, and the orders and inquiries that come to hand are fully up to the average for July. The yarn trade, too, is quieter, and, with less yarn going into consumption, spinners find particulars harder to get. Some few inquiries are made for new business, and, owing to the irregular state of the wool trade, yarn prices are very variable. Inquiries show them to be not so low as they have been said to be, for the increased cost of production, apart from the raw material, has had its effect."

## TRADE CONDITIONS IN THE UNITED STATES.

The New York Carpet Trade Review, August 1, says: "The lull in business just now is entirely seasonable, and the trade situation as regards 3-4 goods is thoroughly sound and satisfactory, all our advices on this point being in full accord with the views expressed elsewhere in this issue by representatives of three leading manufacturing concerns. It is true that some buyers are still postponing purchases, but we have good authority for the opinion that comparatively few carpet retailers are carrying over large stocks, and those whose stocks need replenishing must soon place their orders, if they expect

to get the goods in time for the Fall trade. At the present prices of raw materials, there is no inducement for manufacturers to run their looms ahead of orders, for the advances in prices of carpeting have been very small in comparison with those which have been made in most other manufactured goods,

as, for instance, cottons. It is, therefore, illogical to argue that, because cottons and some other goods are not quite so high now, carpeting must drop also.

"The Fall trade in Oriental rugs is now well opened, and the activity in this line of trade is another encouraging sign, for such goods are not in demand when business conditions are not very satisfactory.

"It has been hoped that the trouble in China would not extend to the southern part of that country, from which straw matting comes, but the latest advices are not reassuring, and importers now regard the outlook as decidedly doubtful. A scarcity of China matting would result, of course, in higher prices for the Japanese product as well."

## FOREIGN OPINION OF CANADIAN PAPERS.

The following appears in a New York wall paper journal:

PARIS, June 20, 1900.

GENTLEMEN,—In my last letter I told you I would write to you again about what I might find interesting in the wall paper exhibits of the Paris Exposition. The other day I was visiting the English Colonies, when I was agreeably surprised to see a beautiful display made by The Watson, Foster Co. in the section of Canada. They have a very large and splendid showcase where one can see a selection of the best samples of their line. I was not the only one to be attracted by their showing, for a whole crowd were standing around, admiring the richness of the colorings and the grace of the drawings. One of the company's best and most attractive samples is a large parlor paper in half-tapestry shades and with a heavy gold background. I have hardly ever seen anything of a more striking and artistic effect. I will not try to depict to you all the good things I have seen in their exhibit. A design is something that must be looked at; a description of it is hardly interesting. Still, I will tell you that their assortment is complete. Florals, heraldics, halls, scrolls, etc., are in great variety. Besides their central display, they have a number of panels, spread a little all over the rooms of the Canadian section.

Yours, most sincerely,

P. DARTIGUENAVE,

31 Avenue de la Republique,  
Nanterre, near Paris, France.

## QUICK SELLING GOODS.

To furnish the trade with staple goods that are quick selling and, at the same time, affording the retailer large profits, is the aim of Geo. H. Hees, Son & Co. That they have succeeded in their efforts goes without saying; for their business shows a steady increase, and customers that once start doing business with them, stay with them right along. It was only a couple of years ago that they added to their old-established business of manufacturing window shades, curtain poles, etc., that of upholstery goods, furniture coverings, upholsterers' supplies and lace curtains, and, as they either manufacture or import these lines, they always have something new, attractive and of good value to offer the trade. They are now in the market with new lines for Fall and Spring



Cobourg Matting, Mat and Carpet Works.



# GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



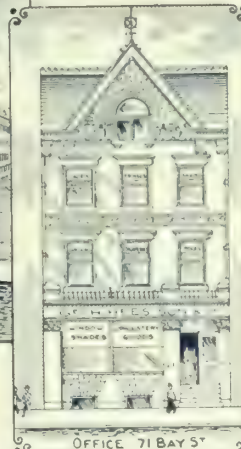
DETROIT  
FACTORY



DETROIT FACTORY



TORONTO FACTORIES 276\*286 DAVENPORT ROAD



OFFICE 71 BAY ST

## Important Notice :

The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstery plant at that place.

A few months ago we purchased the metal plant of "The H. M. Flock Co.," and now we have just purchased "The Excelsior Stamping and Plating Co's" plant and business and merged them into our own, making the most complete factory in Canada for manufacturing Curtain-Pole Trimmings, Stair Plates, Drapery Pins, Shade Pulls, Picture Hooks and many other metal goods connected with our window-shade and upholstery business.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.

OUR FACTORIES TORONTO, ONT.  
VALLEYFIELD, P.Q.  
DETROIT, U.S.A.

**KINDLY** allow our travellers when calling on you to exhibit our New Samples of

**LACE CURTAINS and NETS,  
FURNITURE COVERINGS,  
TAPESTRY CURTAINS and**

**" TABLE COVERS,  
CHENILLE CURTAINS and**

**" TABLE COVERS,**

**, UPHOLSTERY and DECORATIVE FABRICS,  
SASH CURTAINS and  
UPHOLSTERY SUPPLIES,  
LINEN VELOUR CURTAINS and  
PIECE GOODS.**

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

**GEO. H. HEES, SON & CO.,**

## WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

See our new  
Illustrated Catalogue.

SPECIAL ATTENTION GIVEN TO MAIL  
ORDERS AND INQUIRIES FOR ESTIMATES  
ETC.

**71 Bay Street, TORONTO.**



# CARPETS

Make—two and three ply  
Wools and Unions.

## BRANDS:

"Leader," "Chicora," "Royal," "Angora,"  
"Crescent," "Magnet," "Dominion," "Oxford,"  
"Granite," "Canadian," "Monarch."

## Rug Fringes

Twenty different colorings.

Fall Samples Out.  
Wait for our Travellers.

Canadian Agents for THE MOSS ROSE MFG. CO.,  
Tapestry Curtains and Covers, etc.

**ROYAL CARPET CO.**  
GUELPH, ONT.

# Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete  
range of . . . .

## CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

**W. B. STEWART**

27 Front Street West, TORONTO.

# An Important Change.

PRICES ON



## DOWN CUSHIONS REDUCED.

### "PERFECTION BRAND" ONLY.

You will ask the reason. It is simply this: We have just purchased the very latest and improved machinery for brushing, renovating and separating feathers, and we are giving you the benefit of the change.

*If you want the best money can buy wait for our traveller, who will call shortly  
with a full line of the following goods:*

DOWN QUILTS. DOWN CUSHIONS. TEA COSIES.  
COTTON AND WOOL-FILLED COMFORTERS.

All styles and sizes, from the cheapest to the best, marked "Perfection Brand."

**Canada Fibre Company, Limited, Montreal**

# W. TAYLOR BAILEY

MANUFACTURER OF

Hand-Made Opaque Shade Cloth.

Mounted Shades

PLAIN, DECORATED, FRINGED,  
LACED AND LACE AND INSERTION.

OUR PATTERNS ARE ALL EXCLUSIVE DESIGNS.

Special attention given to estimates for

STORE SHADES      UPHOLSTERY SUPPLIES  
DRAPERY FABRICS AND BRASS GOODS

Our looms in Montreal are now producing a new weave of

COTTON TAPESTRY.

COTTON DAMASKS A SPECIALTY.

MAIL ORDERS SOLICITED.

27-29 Victoria Square - MONTREAL.

## *The Guelph Carpet Mills Co.*

Limited.

FINE BRUSSELS, WILTONS,  
and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

## The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED



**CARPETS AND CURTAINS—Continued.**

deliveries, and, as they carry in stock immense quantities of these goods, it should interest the trade in being connected with this progressive house. Their looms at their Valleyfield plant are now turning out some new and very desirable goods. Their recent importations of over 80,000 pairs of lace curtains contained many specially good things which the foreign manufacturers confine in Canada exclusively to them. If you are not already dealing with Geo. H. Hees, Son & Co., we advise you to give them a trial.

**THE OUTLOOK FOR SPRING TRADE.**

The Toronto Carpet Manufacturing Co. are now preparing their lines for next season's showing. They purpose making the coming season a record-breaker. It will be the first season of the new century, and merchants are invited to wait the arrival of their representatives before ordering, as they will have a choice which will mean good business. And there will be a good business for the Spring.

Never has the country been in better shape to buy goods, and never has there been a better feeling for buying by the people — the consumer. And this feeling is not local, or only Canadian. The carpet mills to the south of us are all looking for a big season, and many mills are adding to their plant.

But will prices come down? There does not appear any reason why they should. Raw cotton is scarce and the price has gone so high that 25 mills in Lancashire have closed down. An impression may be had that, owing to the Chinese War, a lot of cotton will not be required for that

market, but then, new mills are starting, and, in the United States alone, several hundred thousand new spindles will run this Fall that never ran before. Further, the crop in several districts of the United States has failed, owing to inundations and continuous rains. In addition to all the foregoing, several cotton fields have been turned into grain, the price of cotton being too low to pay for growing.

There is no reason therefore to look for a fall in prices wherever cotton is a part of the article. Dye stuffs, too, continue to hold a stiff price. Owing to the great demands on the coal beds of the United States by foreign powers, it is not likely any reduction will be had in that commodity, and though water-power may drive looms it will not make steam, so necessary for dyeing. At present prices of carpet wools, spinners are not too ready to accept orders at old prices.

It can hardly be looked upon as a grievance that prices

should advance. Higher prices mean higher profits and less rubbish in the market. Possibly some makers may find it necessary, for the sake of making something, to produce cheap grade carpets, such as a six pair cotton chain, with only a three-quarter warp and two shots of jute in the filling, and about 20 per cent. of grease. There are merchants who may buy this class because the man across the street keeps it. Advanced prices of raw material will help to do away with all lines which bring carpet manufacturing into disrepute.

**CARPET NOTES.**

The plain ingrain terries continue in favor for nice carpet trade. The idea is growing in small towns, and, as the Toronto people keep several colors always in stock, from which they cut any length, dealers who would not like to stock them can get just what they require.

The beautiful new hotel, The Brant, recently opened at Burlington, Ont., has been carpeted throughout with Toronto axminsters, Smyrnas and ingrains supplied by T. C. Watkins,

of Hamilton. It is really an eye opener to those who doubt as to whether carpets can be made successfully in Canada.

A visit to the leading carpet departments of Buffalo on Toronto's civic holiday (August 6) was interesting, though, at this time of the year, stocks are low and business quiet. Large rugs in Smyrna qualities are commanding big sales; also heavy, all-wool art squares. The favorite-weight ingrain carpet is barely 18 ounces to the yard. Canadians prefer the "Maple Leaf" quality, which



**YOUNGEST COLOR-MIXER IN THE WORLD.**

ROBERT FRASER, JR.,

son of Mr. Robert Fraser, Superintendent of The Watson, Foster Coy.'s Wall Paper Factory, Montreal. The Watson, Foster Co'y train their expert help from childhood.

weighs 21 ounces to the yard. All the Buffalo merchants sell the Smyrna rugs in large quantities. They find no rug that surpasses it for length of wear. Other makes of rugs are used by a small proportion, but the large trade in rugs is done in Smyrnas.

The carpet department of John Macdonald & Co.'s warehouse, in Toronto, has been finely refloored in hardwood. With its spaciousness and excellent light, it is an ideal place for dealers to call and see the new carpet effects.

Several carpet manufacturers expect to attend the convention of manufacturers to be held in Toronto on August 29 and 30.

NO. 43 ST. SACRAMENT STREET, MONTREAL.

Is the headquarters for upholstery goods, furniture coverings, draperies, portieres, lace curtains, window shades, curtain

# READ THIS

## ABOUT OUR PARIS EXHIBIT OF WALL PAPERS

The following letter from Mr. P. Dartiguenave, an eminent designer of New York, acting in Paris as correspondent for "Carpets, Wall Papers and Curtains," published by that paper, June 30th, will be of interest to Canadian Wall Paper Dealers :

PARIS, June 20, 1900.

GENTLEMEN:—In my last letter I told you I would write to you again about what I might find interesting in the wall paper exhibits of the Paris Exposition. The other day I was visiting the English Colonies, when I was agreeably surprised to see a beautiful display made by the Watson, Foster Co. in the section of Canada. They have a very large and splendid show case where one can see a selection of the best samples of their line. I was not the only one to be attracted by their showing, for a whole crowd were standing around, admiring the richness of the colorings and the grace of the drawings. One of the company's best and most attractive samples is a large parlor paper in half-tapestry shades and with a heavy gold background. I have hardly ever seen anything of a more striking and artistic effect. I will not try to depict to you all the good things I have seen in their exhibit. A design is something that must be looked at, a description of it is hardly interesting. Still, I will tell you that their assortment is complete. Florals, heraldics, halls, scrolls, etc., are in great variety. Besides their central display, they have a number of panels, spread a little all over the rooms of the Canadian section.

Yours, most sincerely,

P. DARTIGUENAVE.

31 avenue de la République, Nanterre, near Paris, France.

**OUR TRAVELLERS ARE NOW ON THE ROAD  
WITH OUR SAMPLES—THE STRONGEST LINE  
WE HAVE EVER SHOWN. KINDLY RESERVE  
YOUR ORDERS.**

THE **WATSON, FOSTER CO.,** LIMITED  
MONTREAL.



**CARPETS AND CURTAINS—Continued.**

poles and many other lines sold by dealers in this class of goods. Geo. H. Hees, Son & Co. made no mistake when they established a warehouse in the heart of Montreal for supplying the trade with their product, and, finding their present quarters too small for their growing trade, are contemplating moving into more roomy quarters. Dealers in the above lines in the vicinity of Montreal should not fail to see Geo. H. Hees, Son & Co.'s sample-rooms at the above address.

902, 904. These are the two numbers which The Watson, Foster Co. ask discriminating dealers to consider. They will be found in new 1901 catalogue, and there are others, new designs treated in artistic and progressive style.

**LATE MR. THOMAS SAMUEL.**

News was received in Montreal of the death of Mr. Thomas Samuel, one of Montreal's oldest and most respected citizens, which occurred at St. John's, Newfoundland, August 10. The deceased gentleman left the city some three weeks ago, accompanied by Mrs. Samuel, on a business trip to the Maritime Provinces. Though he had been in poor health for some time, the sad news of his death was entirely unexpected. Mr. Samuel was born in Leith, Scotland, in 1825, and educated at Heriot's School, Edinburgh. He came to Montreal by one of the earliest steamers, the Bellona, in 1840, and has been actively engaged in business in Montreal, with the exception of a brief period he spent in Hamilton, for about 60 years. He successfully represented Barbour Brothers, of Belfast, for many years, and recently, on the arrangement of the different thread firms, he was appointed agent for the entire thread business in Canada. For over a quarter of a century Mr. Samuel resided in Westmount, and took an active part in all the town's interests. He leaves a widow, one son and six daughters.

**CANADIAN AGENT WANTED.**

As will be seen in our advertising columns, a firm of British linen manufacturers are seeking an agent to represent them in Canada. It is understood that they want someone with a good connection with wholesale houses, and one who is well recommended. The concern is an extensive one, having won world-wide repute with their goods.

William Clark, of Newark, N.J., president of the William Clark Thread Co., died suddenly at his home in Rhode Island, August 6. He was a Paisley man, and well-known on both sides of the Atlantic.

A. E. Adams & Co., the sole patentees of the famous "Lockstitch" hose, have decided to protect their rights by the adoption of a trade mark. They hope by this means to guard against imitations. Messrs. Williams & Bell, of Montreal, are their Canadian agents.

On account of the great rush for "Beaver" brand of macintoshes, the Beaver Rubber Clothing Co. would kindly ask their patrons to give their Fall orders as early as convenient, as it might be impossible to deliver orders that come in late in the season. They have contracts now for between 800 and 900 per week.

Brophy, Cains & Co., Montreal, say that one of the best selling lines they have had for this Fall has been fur ruffs in mink, sable, bear, astrachan, etc., running from \$4.25 a dozen up to \$48.00. Anybody who has not seen these should write for samples, as they comprise one of the most profitable lines shown this season.

**AMONG OUR RETAIL READERS.**

THE T. A. Garland & Co., of Portage La Prairie, Manitoba, have one of the finest stores west of Toronto. It is a fine, solid brick three-storey building 150 x 50. One may enter the building either from Ann street or the main entrances on Saskatchewan avenue, through four large double swinging doors of solid oak. The ground floor is devoted to dry goods, men's furnishings, boots and shoes and clothing. At the rear end are two large mirrors, which show the store to the best advantage. Back of these is to be found the general office and Mr. Garland's private office. The second flat is reached by two stairways, at each side of the building. Here are to be found wall paper, carpets, housefurnishings and millinery. The millinery room is 25 x 50, and very prettily arranged. The posts are cased in with mirrors and on each wall is another large mirror, so that no matter where one looks one is looking in a mirror. This adds greatly to the effect produced by the room.

The tailoring department occupies the third floor, 80 x 50. The grocery department is down in the basement, a space of 50 x 50 being set aside for it. In tone and neatness it is not behind the other departments. In the rear of the grocery is a fine large storeroom, 50 x 100.

The posts and pillars of the building are finished in aluminum, while the metallic ceiling is painted to match. The warehouse is heated throughout by steam, a special solid brick house being built for the boilers, which adds greatly to the protection from fire.

F. C. Manning, formerly of Harrow, Ont., is now doing a fine trade in general dry goods and millinery in the bright town of Leamington.

Frank Layman, formerly of Layman & Wigle, general merchants, Merlin, Ont., is now representing The Kay Corset Co., London, on western ground.

Morse & Jack, general merchants, Blenheim, Ont., are having a very successful season in all lines. They carry a large stock of fine goods and know well how to turn them over to good account.

E. G. Thompson, general merchant, Blenheim, Ont., is well stocked with goods bought with care, well kept, and selling at a margin of profit which will enable him to retire from business while young.

G. S. Morse, one of the leading dry goods merchants of Leamington, is, this season, enjoying a splendid trade in fine dress goods and millinery, of which lines he carries one of the finest stocks on the southern frontier.

J. K. Dryden, of Rat Portage, has erected a very handsome three-storey stone building on Main street, 25 x 50 feet. The floors are all set in tiles. The Bank of Ottawa is to have the ground floor, and the balance is to be divided into offices.

One of the thriving stores of Rat Portage is that of Gardner, Rice & MacLeod Co., Limited. They have four stores all in one, making a total frontage of 95 ft. and 75 ft. deep. An

archway connects the different departments. They are putting in a millinery and dressmaking department, which they expect will be in working order by September. At the present time they employ 14 clerks.

C. W. Hendershot, dry goods merchant, Kingsville, Ont., is turning over goods rapidly. He has a large stock of fine goods to select from and is an artist in the way of advertising his goods and believes it pays to advertise well.

J. M. Thompson, of Sault Ste. Marie, Ont., has been making some very good improvements in his place of business. He has taken the store next to him, and cut an archway between the two. This gives him a frontage of 75 feet, and 45 feet deep, and three windows for showing goods. This alteration gives over three times the amount of light the building previously had. Mr. Thompson calls his store the Arcade, which can be seen in fine large letters on his sign.

F. W. Batchelor, formerly of Batchelor & Co., Leamington, has opened out a fine new stock of dry goods, millinery and ladies' furnishings. In his fine new premises in the McSween Block he has one of the brightest and best stores in the town of Leamington.

I. B. Adams, general merchant, Harrow, Ont., was found with such a crowd of farmers and their wives buying goods that were it not for his quick eye to notice everyone and serve them, whether it be to take in or pay out money, that he will give each their turn, we should have had to stay for hours to get our business done. In answer as to how is business, he took time to say all right.

Stewart Anderson, general merchant, Wheatley, Ont., has, by push, energy and care, built up a fine business in the bright little village, surrounded as it is by a fine farming section. He enjoys a coveted location and knows a good thing too.

The business carried on by the late R. T. Morton, general merchant, at Ayr, Ont., is still being carried on by his sons under the name of The Estate of R. T. Morton.

Never in the history of Prince Edward Island have tourists gone there in such numbers. The Summer hotels are well patronized, and many strangers have located at quiet farm houses along the seashore.

Sir William Bailey, head of the Albion Works at Salford, says an English paper, has been telling a good story which will be of interest to gentlemen anxious to introduce mummies among their family curiosities. A certain merchant in the North of England saw a mummy in Egypt and brought away a portion of the cloth. This was handed to a buyer of a large Manchester warehouse, who was asked if he could tell where it was woven. After examining it carefully with his glass, he said he thought he could put his finger on the mill where it was produced if he could borrow the piece for a few days. Afterwards he reported that it was made where he had thought, near Oldham, and was called by the manufacturer his "No. 85." It is well known that in Egypt there are several manufacturing of up-to-date mummies which are sold to visitors at very remunerative prices. There are, as a matter of fact, more Pharaohs scattered over the world now than ever existed on the banks of the Nile.

## HOTELS FOR COMMERCIAL MEN.

|                       |                   |
|-----------------------|-------------------|
| Halifax, N. S. ....   | Halifax Hotel     |
| " " .....             | Queen Hotel       |
| Montreal .....        | Windsor           |
| " .....               | St. Lawrence Hall |
| Quebec .....          | Chateau Frontenac |
| " .....               | Hotel Victoria    |
| St. John, N. B. ....  | Hotel Victoria    |
| " " .....             | Royal Hotel       |
| Sherbrooke, Que. .... | Sherbrooke House  |
| " .....               | Walker House      |
| Winnipeg .....        | Leland            |
| " .....               | Winnipeg Hotel    |

**WESTERN** Incorporated 1851  
**ASSURANCE COMPANY.**

**FIRE  
AND  
MARINE**

|                      |                      |                |
|----------------------|----------------------|----------------|
| <i>Head Office</i>   | Capital Subscribed - | \$2,000,000.00 |
| <i>Toronto, Ont.</i> | Capital Paid Up -    | 1,000,000.00   |
|                      | Assets, over -       | 2,320,000.00   |
|                      | Annual Income -      | 2,300,000.00   |

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

## THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms: \$5 per hundred clippings, \$10 per thousand, payable in advance, but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

### THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade,  
MONTREAL.

26 Front St. West,  
TORONTO.

## FOR Fall Season 1900.

Fringes,  
Tassels,  
Ornaments,

"Honest Goods  
at  
Honest Prices."

Cords,  
Braids,  
Barrel Buttons.

—MANUFACTURED BY—

**MOULTON & CO.,**

12 ST. PETER ST.,  
MONTREAL.

N.B.—The oldest and original Cord, Fringe and Tassel Works in the Dominion.



REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

**Registered Trade Mark, as above.**

This Trade Mark means that the goods are

# Salt's Belwarp Cloths

and are made at the famous mills of

**Sir Titus Salt, Bart., Sons & Co.**  
**Saltaire, England**

Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are:

**The Gault Brothers Co., Limited,**  
**John Macdonald & Co.,**

**Montreal**  
**Toronto**





## Clothing and Woollen Trade.

### THE FALL STYLES.

AS THE DRY GOODS REVIEW goes to press, advices received concerning the latest New York fashions for Fall and Winter, state that :

As to overcoatings, cheviots will be probably worn more than any other material by men, especially for "Chesterfields" and "Raglans." They will be generally in greys, and in plain and featherbone effects. Next in favor will come meltons, which promise to be much in vogue.

For suitings, cheviots will be popular for business wear, and will be employed specially in sack suits. The cutaway frock suits in fancy worsteds are likely to increase in popularity. Stripes are, perhaps, the most prominent thing that can be classified.

In trousers, stripes will predominate in greys, or greyish effects, but plaids (either distinct or mingled with checks or stripes, or both), are in trouserings for half-dress. As a material, worsteds will lead in this market, although cheviots are the favorite in New York.

Fancy vestings promise to be more in favor than ever.

### ENGLISH CLOTHIERS AND OVERCOATS.

A Leeds, Eng., correspondent says: "The cloths being made up for the Winter season are all of medium weight. Very rarely is there to be seen a frieze, or anything approaching that kind of cloth. Of course, a certain number of garments are made in the heaviest stuffs, but the proportion to the other classes is so small as to be out of the run altogether. Again, we must turn to the weather for the cause.

"The past few Winters have been of exceptional mildness, with perhaps a few days of Wintery weather here and there, but not of sufficient duration to bring in buyers for heavy overcoats. The result is that the wholesalers, who at first were left with big stocks of most unsalable goods, grew wary, and only make up small quantities. One of the consequences of this is that more overcoats are sold.

"This appears paradoxical, but the way it is brought about is very plain after a few moments' thought. When a man bought a heavy overcoat he could only use it when the weather was exceptionally severe. A rainy day, unless very windy and boisterous, would see him in a macintosh, and only the bad, slushy, cold days brought out his overcoat. This naturally kept the coat in fairly good condition, not one Winter, but

several Winters, and, the price also being high, he had to consider his pocket.

"Nowadays a man can, for a moderate sum, get a smart top-coat, which he will wear constantly day by day through the whole Winter almost, and it is, by the time Spring comes around, rather shabby looking; and as he has had a good deal of wear out of it, he thinks he has had his money's worth, and goes in for another coat the next Winter. So it is that the demand for overcoats is greater than ever, and this has caused the manufacturer to go in for smartly cut and trimmed garments in the place of the old style fit-where they-touch overcoats."

### A TIP FOR TAILORS.

Some men have their Summer trousers made with brace buttons as well as belt-loops. The buttons are sewn on inside the tops of the trousers. This is no superfluous "tip," for I have known the best tailors to sew the buttons on the outside, and thus give the trousers and their wearer a negligent, undress appearance.

### WILL KHAKI CLOTH PREVAIL?

A Londoner who thinks it won't writes in Fashion: "The worst symptoms of the khaki fever which has infected the British public during the war and seems to have picked off distinguished victims within the portals of the Public Departments, are evidently abating. Even the helpless idiot who took to wearing a khaki tie, with the Union Jack mixed up inartistically in its dusty yellow folds and creases, is ceasing to remain a common object of the Strand and the Embankment. Nevertheless, the War Office seems, one fears, to have got the idea of the paramountcy of the color so firmly fixed in its mind, that the danger to the troops who form that very mixed body the British army is very great. Ordinarily the W. O. head is a difficult thing to endow with a fresh idea; but its very woodenness and impenetrability to commonsense views make it difficult, once the nail of a notion has been driven home into its massiveness by the sledge-hammer of public opinion, to extract it by any means short of a surgical operation. The War Office understrappers have now been definitely khaki-ed; and, whereas formerly they could only "see red," they now only see brown. Which accounts for the number of khaki tunics worn in combination with ordinary blue, scarlet-piped trousers, on the rolling grass-veldt of Trafalgar Square and the rocky kopjes of Tower Hill.

"Now, khaki has proved itself an ideal costume for the dusty plains of India and the sandy deserts of the Soudan. Endued with a faint greenish tinge it has been found to secure



# JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.

♦♦♦♦♦

## WOOLLENS

— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

# Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'  
... TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY  
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

## We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

**The C. Turnbull Co.,**

of GALT, Limited.

GOULDING & CO.,  
30 Wellington St. East  
TORONTO.

JOS. W. WEY,  
6 Bastion Square.  
VICTORIA, B.C.

## The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the ———

**"Tiger Brand"**

of Underwear, in plain and fleeced effects.

~~~~~

EIDERDOWN SPECIALTIES

and SHOE LININGS.

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty

Tailor-Made Skirts and
Jackets

Men's Negligee Shirts

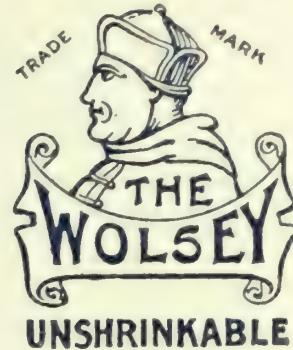
Top Shirts

Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.



Autumn 1900.

Our Shirts for Fall and Winter wear are made of up-to-date fabrics in correct patterns and styles.

Be sure and look at our goods, which are reliably made.

ALSO an extensive range of select designs for immediate delivery.

The Empire Manufacturing Co. Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

CLOTHING AND WOOLLEN TRADE.—Continued.

at a little distance a fair measure of invisibility on veldt and kopje in South Africa. The world, led by the ha'penny press and headed by Government employes, inspired by the secret commissions of the army contractors, has, therefore, jumped to the conclusion that it must necessarily be in future the 'only wear' for the devoted British soldier. Nothing could be more erroneous. Khaki in Europe is a thousand times more noticeable than scarlet in the Soudan, or rifle green in the Transvaal, or blue in India, or white on Cove Common. The soldier does not like it. He abhors himself in it when he is on home service, and in the field he jumps at every opportunity of discarding it in favor of a soiled and faded scarlet jumper, a pair of ancient blue overalls, or even one of the much-abused field caps."

CANADIAN BUYING FOR SPRING.

Canadian woollen buyers who have been abroad for Spring are beginning to return to this country. They are reticent as to the outlook in prices, and contend that, whatever the future may hold, Canadian trade not having paid top prices cannot expect any fall in prices for this season.

In conversation with Mr. R. Begg, who buys for John Macdonald & Co., he replied, on being questioned regarding Spring styles, that there is a prospect of green mixtures being popular, and materials are being shown in different shades of green with other colors. There is also a feeling for fine stripe worsted suitings in drab and slate mixtures, and also for vicuna makes in blue and black serges. Broken checks promise to be popular both for suits and trousers. There is also a growing demand for fancy vestings. The popularity of Scotch tweed suitings is growing and the principal makers are showing some handsome new styles, principally mixtures and small checks and a few large broken checks.

WHAT A WOOLLEN HOUSE IS DOING.

A look into a men's woollens department just now is instructive. That of Nisbet & Auld is complete in all lines, and they report sales to be 50 per cent. over last year, which was the banner year in their business. In overcoatings, their vicunas and soft-finished goods deserve special attention. Fancy-back overcoatings are shown this year much more than heretofore, and Nisbet & Auld state that their sale has increased proportionately. Beavers, meltons, montignacs and curls, of course, will be extensive sellers, as they have been in the past. For evening dress, unfinished worsteds and fine clay twills will be, as usual, correct, though there will be, perhaps, more old-fashioned broadcloths and venetians worn. In suitings, chevots, domestic and imported, are selling better than for some time, but Canadians seem to prefer substantial, medium-grade, fancy worsteds, a line of which Nisbet & Auld have a large stock. A few years ago stripes were the only style in trouserings; now the styles are as varied as in suitings. A large number of suitings are made in striped patterns, that formerly would have been used for trouserings only, and vice versa. Checks and fancy weaves are being used extensively for trouserings, greys, in all shades, being the groundwork of all patterns, with more dash of color than before. Nisbet & Auld show a handsome line of vestings of Tattersal styles that are meeting with great success. They are all bright grounds with small and medium overchecks in the rich velours finish so popular with fashionable dressers in England. In all men's woollens, domestic and imported are shown in large quantities.

TORONTO WHOLESALE TRADE.

THE W. R. BROCK CO., LIMITED.

THE W. R. BROCK CO., LIMITED, Toronto, have closed out the mill stock of a mercerized silkatine, in black, navy, tan, brown, sage green, moss green, Nile green, helio, pale blue, pink, canary and cream, which can be retailed at 10c. a yard with a good profit. They ordinarily retail at 18c. This cloth is specially adapted for ladies' blouses, children's dresses, linings and fancy work.

A reversible salisbury in black and red and black and white spots, stripes and checks, to retail at 10c., is another line. This cloth had a very successful run last season. A great difficulty was to get it in sufficient quantities to satisfy their various customers. It has met with a ready sale already this season, and can't be repeated. A word to the wise is sufficient.

Mention is made of an A1 58-in. cream damask table linen, six different designs, nice mellow cloth, good heavy weight, to retail at 25c., and a leader at that.

B 18 is an 18 inch huck towelling, a last shipment of a purchase made 18 months ago when the market was at its lowest ebb, a nice, slightly cloth, to retail at 10c.; would be good value at 12½c.

In French canvas, this firm were fortunate in putting on a heavy order just after the first small advance, and are in a position to offer some exceptional values in four or five numbers, all good heavy round threads, fairly stiff finish, just what is wanted by the tailoring and dressmaking trades.

P 127 is a 20 x 40 fringed huck towel, good heavy weight and nice fine finish. These are exceptional values to retail at 25c., and will capture trade for any live merchant.

In their carpet department this firm are showing a full range of tapestry carpets, beginning at the lowest grade. The patterns are repeats of the best selling Spring designs. A full line of brussels is also in stock. The stock of cretonnes, art muslins and lace curtains has been added to lately and is very complete in extent and variety.

In woollens, they have two stock lines of pure worsted trouserings being offered at actual manufacturer's price. They have also picked up a few lines of black and blue twill worsteds, stock lines, much below regular prices.

A big range of grey chevots is being shown for overcoatings, both in plain and herringbone effects, all qualities. These are to be the fashion this Winter.

The W. R. Brock Co. have their Fall lines in hosiery, underwear and gloves in very good shape for early buyers, and, from the orders taken so far in the season, they expect an enormous trade in these goods. In cashmere hosiery, they are offering very special values in "Trime," "Mackie," "Needme," "898," etc. These goods were bought to sell on sight, and the values are A1. In wool goods, such as infantees, bootees, hoods, shawls, etc., they are showing many pretty novelties.

They also report large sales of lawns. In Victoria lawns, especially, their values are unsurpassed, as their purchases were very heavy, and they are now selling lawns bought over a year ago at the old prices.

In men's furnishings, the orders for mitts, gloves, heavy socks and cardigans, etc., are highly satisfactory; also, in waterproofs, on account of the extensive range they carry, they report good business. The sale of fleeced underwear, boys' and men's, still continues. A steady stream of orders testifies to the excellent value of these goods.



ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. **Delta Finish** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
3. **Delta Finish** preserves the softness of the wool, and so affords great comfort to the wearer.
4. **Delta Finish** permits the perspiration to pass freely from the body.
5. **Delta Finish** allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,
NEW BASFORD, NOTTINGHAM, ENGLAND.

FOSTER & CLAY'S Productions



Should be prominent in your
Wool Department.

Ask your wholesaler for **FOSTER & CLAY'S**

**SCOTCH FINGERINGS
SHETLANDS, ANDALUSIANS
PETTICOAT, VEST and
SHAWL WOOLS.**

**CABLE CORD and
SOFT KNITTING WORSTEDS**

Wools made specially for all classes of
HOSIERY AND GLOVE MANUFACTURERS.

Works: Sowerby Bridge, England.

Canadian Wholesale Trade Supplied by

John Barrett, 12 St. Nicholas Street, **Montreal**

Do you know a good

MACINTOSH

when you see it?

If so, be sure and GET the

"BEAVER BRAND" MACINTOSH

The best and cheapest MADE or SOLD in Canada.

MANUFACTURED ONLY BY

The

Beaver Rubber Clothing Co.

1490 Notre Dame St., MONTREAL.

ALL THE RACE IN ENGLAND



"RAGLAN."

TORONTO WHOLESALE TRADE.

JOHN MACDONALD & CO.

In their carpet department, John Macdonald & Co. are busy making Fall shipments and are handling the third shipment of linoleums for season, and also a carload of floor oils and table oils, the second shipment of these goods. They are paying particular attention to the 4 yard wide linoleum trade, carrying 4-yard wide goods in six qualities; also showing a nice range of six patterns of Nairn's inlaid linoleums. Their carpet range for Fall is extensive.

A large quantity of lace curtains have been passed into stock, as also tapestry and chenille covers. A shipment of axminster floor squares has been received in the following sizes: 7.6 x 10.3, 8.8 x 10.10, 9.10 x 13.1, 10.11 x 14.3 and 13.1 x 14.6. These are woven in one piece and sell at medium prices. Photos of patterns are sent out to dealers writing for them. The department is making a specialty of velvet carpets.

The dress goods department have had a record season in black dress goods and are showing new and exclusive designs in figured stuff from 37½c. to \$2.25 per yard, with all popular intermediate prices in plain cords, zibelines, barritz, etc. One line, a black poplin ground, with large over-design of colored flowers in helio, cerise, blue, brown, purple and a Turkish pattern, is a decided novelty. Large plaids, camel's hair in beautiful combinations of color, automobile, etc., are going well. The persian effect, plain ground with persian lamb overcheck, cheviot cloths, plain and fancy, etc., are shown in nice goods. In plain broadcloth, three lines in blacks and navies, etc., to retail at popular prices, are specially mentioned.

In silks, the stock is complete. They are showing a range of black yarn-dyed satin, for blouse and skirt purposes, from 37½c. to \$1 per yard; also duchesse satins from \$1 to \$2.50; a full range of colors in five lines of colored satins, and a special leader to retail at 50c. A variety of blouse silks are shown, and three special lines of black taffeta silk at 55, 65 and 75c. Special value in black peau de soie at 75c. and \$1 is a feature.

The stock of black hosiery is in excellent shape. Their No. 308 is having a larger sale than ever, and special provision is being made for it. The stock of all plains and ribs at popular prices, in ladies', misses' and children's, is complete. The ready-to-wear department is doing well, and has not been able to keep up with the demand for skirts. Good workmanship is the cause, as no cheap work is sent out. A variety of garments are shown in plain meltons and broadcloths, mohair figures, tweeds, etc.

Up to the present, the prospect for Fall trade in woollens is looking well, and sales for the season are ahead of last year. The stock of woollens for ladies' skirtings and suitings comprises the latest novelties in homespun, plain costume cloths, worsteds and tweed effects.

In men's furnishings a special line of etoffe pants at \$12 a dozen is mentioned. So are a lot of khaki overalls, double fronts and double seats, for \$1 retailing.

The smallwares department show a large range of hat pins, hat buckles, hair ornaments, hair combs, etc.

A special purchase of 1,000 men's waterproof coats, black, 24-in. cape, sizes from 36 to 48, to retail with a handsome

profit at \$2, is a feature. A mercerized cotton umbrella, silver tip handle, will retail at \$1. A large showing of ladies and men's linen initial handkerchiefs is made.

NISBET & AULD.

A large assortment of women's fabrics for tailor-made costumes, jackets, capes, etc., may be found in Nisbet & Auld's. They show all lines suitable for the Canadian market as quickly as they are produced in the centres of fashion. They are in constant correspondence with designers and makers of women's cloths in all European centres as well as at home, and the domestic goods take no small place in their large display, especially the goods made by the Oxford (N.S.), Manufacturing Co. The sales of these cloths have increased to seven times their volume in that many years. Nisbet & Auld are extensive advertisers and strong believers in the principle of advertising, if the most important part is carried out fully; that is, to have everything in stock they claim in their advertisements to have, and a little more.

A large assortment of light and bright shades in women's wear are kept. These will be popular the coming season. Dark greys that have been lately worn greatly are not so much in evidence, but lighter shades will be worn more extensively, in greys, browns, blues, greens and bright red. Khaki is again showing itself in women's Fall wear.

Tailors' trimmings, which, until recently, have been noted for plainness and substantiality rather than good taste and style, have undergone a great change. Nisbet & Auld claim to have brought this about to a great extent themselves, and report a doubling up of sales in this department. In silk linings they have a splendid assortment in blacks and colors in the various widths, and their new designs for Fall are very handsome. Durability is an important consideration in the purchase of every line they carry, and this, allied with choice colorings and qualities, assures merchant tailors of an assortment which will please their customers.

K. ISHIKAWA & CO.

This firm, who have recently been obliged to enlarge their capacity on account of the growth of their business and the prospects for the Christmas trade, have a beautiful line of silks in stock, and are fully prepared for the Fall millinery openings. Their Fall goods are now in and they are busy with shipping. They have already received a number of repeat orders for silks and silk handkerchiefs. A large shipment of silk initialed handkerchiefs has recently arrived, which they retail at 25, 50, 75c. and \$1. These handkerchiefs are in great demand this season. Old and new shades in plain silks are found in abundance in Ishikawa & Co.'s, including fawn, tan, Havana, steel grey, old rose, Oxford and khaki. Blacks in habutai have been selling in large quantities during the Summer months, and the demand still keeps up. They have these black silks in all grades, including 20-inch India at 18c.; 20 inch Japan and 23 and 27-inch Lyons dyed habutai silk. In Japan matings, Ishikawa & Co. are doing a good business, and they have been able to cable to Japan for a number of large orders, while their travelers are booking quite a number of import orders. Freight rates overland and across the Pacific have advanced lately, and may be expected to have a bad effect on the matting trade, as the cost will be so much higher. To overcome this, orders are secured by this firm earlier than usual so as to come by way of the Suez Canal. It will be to the advantage of all, therefore, to place their orders with Ishikawa & Co. as early as possible, so as to get the low rates on vessels coming by way of the Suez Canal.

"THE MARK OF EXCLUSIVENESS"



THE
Garment
Both new and old
Northway
Exclusive
John Northway & Son

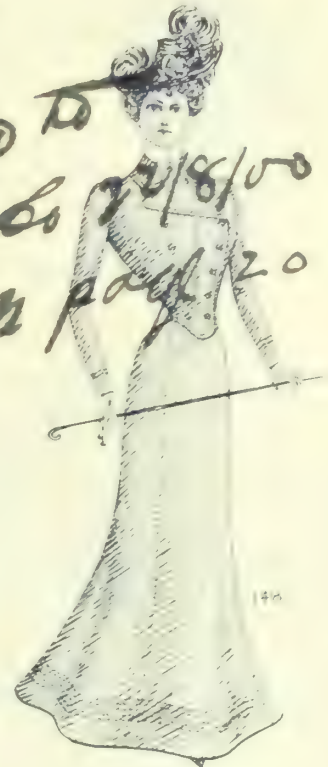
That is why "The Northway Garment" is the most sought after in Ladies' Cloaks. They are exclusive in style, perfect in fit and their finish is in the most exquisite taste.

A garment must fit to wear as well as please, and we work always with that in view.

Our designers are practical men. Our agents in Europe and America keep us in due touch with every change. Our customers always have the newest in style.

JOHN NORTHWAY & SON, Limited

32 Wellington Street West, Toronto.



GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather,
Manager.

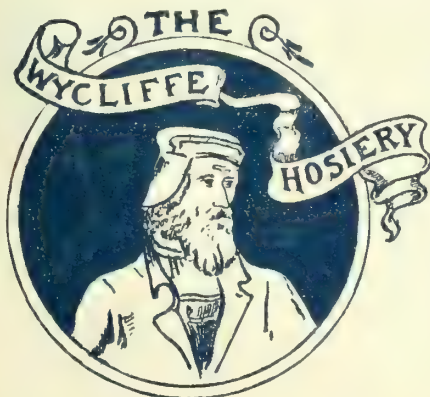
LONDON

Works: **LEICESTER** and **LUTTERWORTH.**

Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool,
Unshrinkable, has a first-class reputation.



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

BALDWIN & WALKER

Limited

Halifax, England,

are the makers of the celebrated

"LADYSHIP"

Knitting and Fancy
WOOLS.

Their Agents in Canada are—

John Gordon & SON,

17-19 De Bresoles Street,

MONTREAL

who now hold a representative stock
ready for the Fall trade.



The

Millinery Season

Mantles, Trimmings and Laces.

THE FALL MILLINERY OPENINGS.

THE Canadian millinery openings are set down for Monday, August 27, and following days, and the principal wholesale importers are now getting their stocks in order. The openings promise to be more than usually brilliant this season. The reports given by several of the leading houses in this issue will be found to contain a good deal of advance information.

One cannot fail to be impressed by the expensive materials that are more and more in demand for Canadian millinery. Furs promise to continue in vogue for trimming Autumn and Winter hats, mink and chinchilla being the favorites.

In color there is no radical departure yet, the neutral tints prevailing to a considerable extent for very fashionable trade, with prospects of a change next season.

The taste for birds is again prominent, with larger birds in demand. The New York milliners use young eagles, but this patriotic touch may not suit this market.

The trimmings contain some novel effects, some revivals, but all very handsome, and, as a rule, costly. For example, maltese lace is coming in again. The old fashioned plush felt has another revival. Escorial laces in all tints are going to be used, and a pretty material used under the brims of hats is white crepe chine, nacre in effect. Silk shoelace braid, pulled out wide, is another novelty used for trimming.

Milliners who expect to visit the markets ten days hence, will find something to interest them in the reports of the leading importers given below.

PARIS NOVELTIES FOR THE AUTUMN.

We are promised a revival of the fancy feather toque, says The Millinery Record, and it is expected by some of the leading manufacturers that these will take the place of the fur toques which have enjoyed several seasons' run, and have been too generally imitated in the low-class trade to retain their position in the coming season. Large hats will have the underbrims of felt or velvet, lifted to show a lining of coq or other soft plumage. A white felt hat just brought out by a Paris designer has the wide brim lined with short white swan feathers laid closely one over the other. The brim is uplifted in front with a knot of deep yellow velvet, "Cleopatre," and a rouleau of the same velvet is laid around the crown and knotted in front with one of the new silver buckles, from which outspreads on either side gigantic angel wings of white swan, that encircle the whole hat.

There are many such indications in the Autumn models that fancy feathers and courteaux are to be much used, and singularly novel ideas are evolved in the new patterns now shown. Black courteaux that are broad and long are curled around the new red boleros in felt with excellent effect, and wide outspreading or undulated black angel wings are used as the principal trimming on low-crowned hats of peony-

red felt, or fancy felt plait, over folds or drapings of peony chiffon.

Other novel courteaux are so shaped that their width and length permit them to be arranged on the outer brim of turban shapes, which they completely encircle and rise above the crown. The feathers meet in the front centre of the brim, under a chou of velvet or satin, this chou being repeated in a larger form on the crown.

Birds with outspread wings are used to ornament the tops of low-crowned draped toques or turbans, and for this purpose short winged and tailed birds have the addition of other feathers to make them sufficiently long. Combination aigrettes of osprey, coq feathers and other fancies are being shown in considerable numbers, and the fancy for courteaux and aigrettes formed of feather on gauze continues in an increased form.

Cut ostrich pompons, with brush ospreys or curved aigrettes rising from their centres, are expected to go well, and cross aigrettes will remain popular with the trade.

Birds' heads alone, or with the addition of wings, appear on some of the best models, where also paradise and ostrich plumes make their appearance again. It is thought that the three-quarter plume will be passed over for the flat or Amazon by the better-class trade. Narrow bandeaux of small plumage such as "Paradisier," "Lophophore," "Impeyan" and Indian game birds are very new, and are intended for velvet toques and bonnets. Hand-painted quills, laid on leaves of velvet, are new and the successors of the quills on skeleton leaves, so long popular in Paris.

American buyers in Paris have bought freely of birds, wings and breasts.

Plain felts are spoken of as likely to be well taken up by the milliners, and we have seen some excellent styles in felts bound with velvet in the same shade and trimmed with large artistic bows of wide ribbon velvet to match, through which is passed a large couteau of natural or manufactured feathers.

Amongst the new shapes in these are several variations of the Spanish turban, or toreador; others have peculiar crowns that are very high at the back and slope off to nothing almost in the front. These have quaintly-blocked brims that are wide in the leaf on the right side and right in front, which is sharply uplifted, the left brim remaining flat to support the trimming.

Other very new shapes have extremely short backs, with low-blocked crowns and wide front brims, the whole brim being curled at the edge and much caught up at the back for the display to due advantage of large velvet ribbon bows laid across them.

Fancy toques of the new felt and leather plait are also spoken well of. The plait in question is formed of narrow

Wholesale Millinery

CANADA'S LEADING MILLINERY HOUSE.

The
Date
is
August
28th.

The trade will, we are satisfied, approve of
our decision to hold

OUR FALL DISPLAY

COMMENCING —

TUESDAY, AUGUST 28th.

We are now ready to receive buyers.

The **D. McCall Co.,** Limited

OUR FALL OPENING

— WILL TAKE PLACE ON —

TUESDAY the 28th inst., and following days,

when we will show an unusually attractive selection of Paris, London and New York patterns. Our selection of Millinery Novelties will embrace everything new and desirable. Our Staples in Velvets, Velveteens, Velvet and Satin Ribbons, Silks and Satins, Silk and Satin Ribbons, Ostrich and Fancy Feathers for either variety, quantity or value cannot be equalled.

CHAS. REID & CO.

9 and 11 Wellington St. East, ——— TORONTO

MILLINERY—Continued.

strips of silk, undressed leather, velvet and felt plaited as in straw weaving. It is produced in all the new and standing shades, and looks particularly well in white, grey, fawn, red, dark blue and brown. Velvet ribbons are to be much used in addition to various novelties in embroidered cloth ribbons.

Exquisite things in richly-colored velvets, ornamented with chenille and metal thread embroideries, are shown, the purposes to which these can be put by the milliners being many. Nothing could be better or more effective for crowns for Winter toques, edged with fur or feathers. One of the designs is a beautiful amber velvet overlaid with a fan and scroll pattern of black chenille, outlined with fine silver cord and small black and silver sequins.

Silks in various soft makes also show chenille, sequin and jet embroideries, as, for instance, a delicate biscuit-colored silk that is covered with a lightly-traced design in chenille, fine cut black jet beads and very small black sequins. Wide insertions of chenille, crin and jet show many novelties.

—
S. F. McKINNON & CO., LIMITED.

This company say: "In looking back over the past season, we believe, generally speaking, satisfactory results have been shown in millinery departments, and the season closed with stocks low.

"There have been some special features in connection with the August trade. This month, so far, in common with July, was marked by the great run on chiffons and black velvet ribbons, particularly the latter. When we had our last chat, previous to your sending out the July number of THE REVIEW, we then said that chiffons and black velvet ribbons were prime favorites, and would likely remain so for the balance of the season. This they have done, interfering, to some extent, with flowers, which suffered during July and August.

"Another feature of the July and August trade, like the same months of last year, was the big demand for ready-to-wear felt hats, which, to some extent, displaced sailors, usually worn so much during the two hot Summer months.

"As you see, our importations are nearly all forward and our entering department is running early and late in order that all orders on our books for millinery and McKinnon-made jackets, costumes and skirts may reach their respective destinations on time. We hope, with hard work, to get them all off before the end of the month.

"Our opening takes place on August 27. We would have preferred being a week later, but, as the Exhibition opens on that date, we do not think that a later date would have met with favor by the general trade. Many of our patrons are a great distance from here, on account of which they may find it necessary to make their selections even before the date fixed for our opening. We hope to have our collections so as to be able to accommodate such.

"When we had our last chat, about a month ago, we said that, generally speaking, the outlook for Fall was bright, at the same time reports from several sections of the Dominion were then gloomy. We are now encouraged to believe that the business outlook is better and more assuring than when we gave you our ideas last. And we firmly believe that you will see more millinery and mantle buyers in Toronto during the next two or three weeks than ever before.

"Your time and space are too limited to give a detailed account of the Fall millinery. You may, however, say that it will not be lacking in richness and ladylike effects.

"Velvets will be largely employed in the manufacture of stylish millinery in plain, panne, beaded and broche effects.

"French novelties, which count so much in high-class millinery, are very choice this season. Leading features in hat adornments are feathers, pompons, breasts in gull, pheasant and hackles, mounts, Bird of Paradise feathers, ostrich tip three-quarter flats, buckles and fancy ornaments.

"In speaking of our manufacturing interests, McKinnon-made jackets, costumes and skirts have met with great success, having found favor in every section of the Dominion from the Atlantic to the Pacific. It is a common saying 'blood will tell,' but fit and finish are the telling features in the present day ladies' jackets, costumes and skirts.

"Even with the large extra factory space which our new building affords, every hour of time will be required to get our orders off on time and provide a warehouse stock to meet the many jacket and costume buyers who will visit the city within the next two or three weeks."

—
The trade in trimmed and untrimmed hats and novelties is a paying one, and milliners are always on the lookout for new ideas. Weber & Leopold, New York, as announced elsewhere in this issue, are showing a number of original creations, adapted from Paris and London styles, but specially intended for trade on this continent. They devote themselves particularly—and this is a point of considerable importance in millinery these days—to what will prove quick and profitable sellers. Pattern hats are ready, and Canadian dealers who want a few specialties are invited to communicate with this Broadway house.

—
THE JOHN D. IVEY CO., LIMITED.

The John D. Ivey Co., Limited, state that they expect a good millinery season from the fact that the outlook in Ontario was never better and that advance orders have been over 50 per cent. larger than a year ago, while payments have been particularly good.

As to the coming styles in millinery and millinery novelties and requisites, the keynotes are variety in shape and variety in color. Never before have more elegant or newer fabrics been used for Autumn headgear.

The indispensable materials are velvet plain, or mirror satin panne, liberty satin, and a decided novelty, known as "Fleur de Velours," which is similar to crimped satin, though a much finer texture, and employs beautifully with any of the above-named materials. All of the goods are necessary for the foundation of all millinery, and any of them may be used in unison with tulle, lace or gauze. The variety of these fragile trimmings gives the milliner full scope to display her artistic talent. Sequin trimmings are even more in evidence, and have the richness of chenille in their composition, or with velvet leaves appliqued on it. These, used as brim drapery, are most effective. Real laces again play an important part for Winter dress hats, the newest makes being cluny and lace de Luxembourg.

Ostrich feathers are used very freely on large hats, and wings, breasts, amazon quills, pompons, birds and osprey are the correct garniture for up-to-date hats. The novelty in millinery ornaments is the long narrow buckle which, in extreme shape, reaches from side to side across the front of the hat and is made of gun-metal with rhinestones inserted, cut steel or imitation of ancient Egyptian jewelry.

The leading color will be a repetition of the neutral hues known as pastel tints, wedgewood, crushed raspberry, apricot,

Fall and Winter 1900.



S. F. McKINNON & COMPANY

LIMITED



OUR Importations are now well forward.

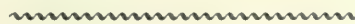
Orders for Millinery and McKinnon-made Jackets, Costumes and Skirts are being executed and sent forward with all possible despatch.

Our Millinery openings will commence on Monday the 27th August, when we hope to make a worthy display. Our Importations of Millinery and Millinery Novelties are the heaviest, and we believe our offering will prove the most tempting one we have ever made.

McKinnon-made Jackets, Costumes and Skirts convince and find favour at sight.

If you are in the trade, no matter where located, you are invited to inspect our collection and look through our warehouse.

Do not forget our display of rich laces.



S. F. McKINNON & COMPANY

LIMITED

Wellington and York Streets,
TORONTO.

35 Milk Street, London, Eng.
1886 Notre Dame Street, Montreal.

90 St. Joseph Street, Quebec.
75 Queen Street, Ottawa.

MILLINERY—Continued.

browns, castor, greys and violet. Regarding the shapes of hats there is a decided change, as far as the trimming is concerned, for it must be arranged rather lower than last season, and not so massive nor broad, and much more of the outline of the shape is to be seen. Piece felt, or felt and chenille will be largely used in the ready-to wear hats to be worn with tailor-made costumes.

D. McCALL CO.

The D. McCall Co. are furnished with a full line of all the latest Fall millinery articles. Hats are to be worn rather large this season, with trimmings of all kinds. The most up-to-date styles in trimmings are long quills, pheasant quills and breasts, coque plumes and breasts, amazon plumes and feather bands. Black ostrich plumes and tips are to be used extensively. The D. McCall Co. have a large stock of toques, which will be much worn this season. They are in velvets, plain and fancy stitched felts, fancy chenille sequin and horsehair. They show also some feather toques, which are very pretty, in pheasant and coque. Velvets, as usual, will be used greatly for Fall trimmings. Plain and panne velvets are shown in The D. McCall Co.'s warerooms, and also plisse velours, plain and stitched felts, chenille and sequin and chenille and horsehair, galoons in widths from $\frac{1}{2}$ to 8 inches in sequin, chenille and horsehair. Ribbons are popular this year in liberty satin, taffetas and black and colored velvet ribbon from baby 2-inch. The latest novelties from Paris are polka-spot ribbons and polka-spot velours.

Colors are well assorted and very pretty. Black and white, black and gold and black and aluminum are the most popular combination colors. In plain shades, beige, castor, tabac, nationale, argent, turquoise, coquelicot and reine will be the most thought of for the season. Champ de Mars and trocadero are handsome blue tones, exposition and universelle in new green tones, congress and nations in old rose tones and Champs Elysees and 1900 in new lilac tones are expected to be the reigning fancy colors for the season.

CHAS. REID & CO.

A fine assortment of millinery goods may be seen in the showrooms of Chas. Reid & Co. They have been making thorough preparations for the Fall trade, and are convinced that early buyers will not be disappointed when dealing with them.

Mr. Reid has just returned from the centres of fashion in the Old World, bringing with him the latest styles and some handsome novelties in millinery articles. A splendid line of panne velvet, for made up hats, is shown. The shades are principally in trocadero blue, Champ de Mars, lumineux, universelle, a shade bordering on old rose, a new pink called "Nations," the lightest shades in khaki, gazelle, brown and beige. All these are expected to be worn this season. A new shade in heliotrope, called "1900," is shown, which will be a popular color this season. Feather trimmings will be frequently used this season; large feather bandeaux and breasts, large birds and quills similar to those worn last Winter will be the most worn. The cheaper grades are not so much in demand this season. Also, a large trade is expected in chenille galoons with sequins in black and gold and black and silver, felt applique galoons and woven horsehair galoons with sequins.

The black and gold sequin, Reid & Co. find, is popular with the best milliners. This firm anticipate a big season in

ostrich feathers, and they have placed in stock some of exceptional value. Hats will run mostly on the toque order and large picture hats. Bonnets are not much thought of for the coming season. Apart from the ready-to-wear hats, this will be almost entirely a made up season. The "Strathcona," "Volunteer," "Baden-Powell" and "Roosevelt," in ready-to-wears, are good early-selling hats, also a grey hat with a drooping front and back, called "The Link." In ornaments, Reid & Co. show a line of long, narrow buckles in steel or rhinestone, which milliners are using again.

NEW YORK PRESENT IDEAS.

The new shapes are all moderate, that is those that will be best in the season's work. A rather low crown and a broad, flaring brim are the average component parts of the hat of the season. Of course, built upon this outline of crown and brim, the shapes are seen in great variety. The tendencies, however, are toward broader, round, low-lying shapes. There are brims which flare at the right side, flare at the left or turn down in the back, but the general form is a flare on the left side with a moderately low crown. Upon this distinct shape are built at least a dozen varieties of form, according to the taste of the different manufacturers, and all of which are excellent and reliable.

The trimmings and materials for this season have been designed to fit hats of this class. Turban shapes are also good style, as are a limited number of ideas of the Amazon variety. Beyond this very little is necessary or advisable, except as staple stock.

A word about qualities and colors. Brown, blues, some purples, and possibly a few reds may be good, but black is the idea of the season. The stylish felt hat will, however, be white.

It is strange to record, but fashion clings to black and white tendencies rather than to vivid colorings. The best hats imported are confined to the combination of black and white. Not only is this true of imported goods, but also of the better class hats that are being taken by the stylish wearers in this section for early Fall use.

Good wool felts are better than cheap fur felts. It is, however, wise to know your trade's feelings on this subject. The best well finished Persian and Australian wools are the most satisfactory goods in wear, and should be taken, especially in ready-trimmed merchandise, in preference to low-priced fur felts.

The promise of fancy feathers and wings is stronger at this moment than even the most optimistic dared to believe in the early season. As we have remarked before, much depends upon how materials are used. Ingenuity and good taste, if worked together in creating a place for fancy feathers in the new styles, can insure popularity for those articles which are especially new.—Economist.

WHOLESALE FIRM SUSPENDS.

The wholesale millinery firm of G. A. McGillivray & Co., London, Ont., were unable to meet their paper maturing on August 4, and have suspended payment. A statement of affairs is being prepared, which will be submitted to the creditors at as early a date as possible. Heavy losses by the firm in the Northwest are given as part of the cause of financial embarrassment. Mr. McGillivray is a large property owner, both in London and near Petrolea, the latter of which he had been expecting to dispose of to a large English syndicate, which was negotiating for the purchase of the oil-producing properties in and around Petrolea, but which abandoned the scheme owing to the tightness of the money market in London.

FIRST OPENING

Fall Millinery

Pattern Hats and Bonnets
and Latest Novelties

AUGUST 27th and following
days.

Ready for

**EARLIER
BUYERS**

August 20th

THE ...

John D. Ivey Co.

TORONTO.

MONTREAL.

LIMITED.

We are head-
quarters for
the now popular

KHAKI SERGE

Oxford Mfg. Co., LIMITED
OXFORD, N.S.

NISBET & AULD, TORONTO AGENTS.

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,
Cottons, and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

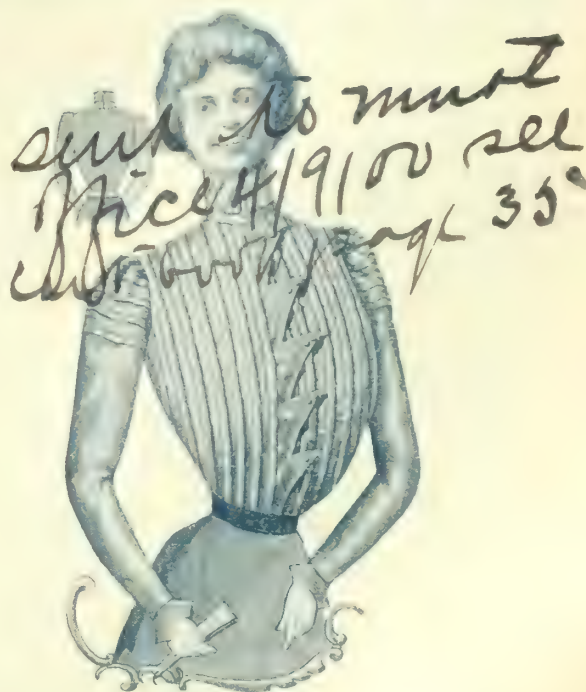
Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
287 Yonge St., Toronto.

123 Bank St., Ottawa.
47 John St., Quebec.

American Silk Waists



Manufactured by

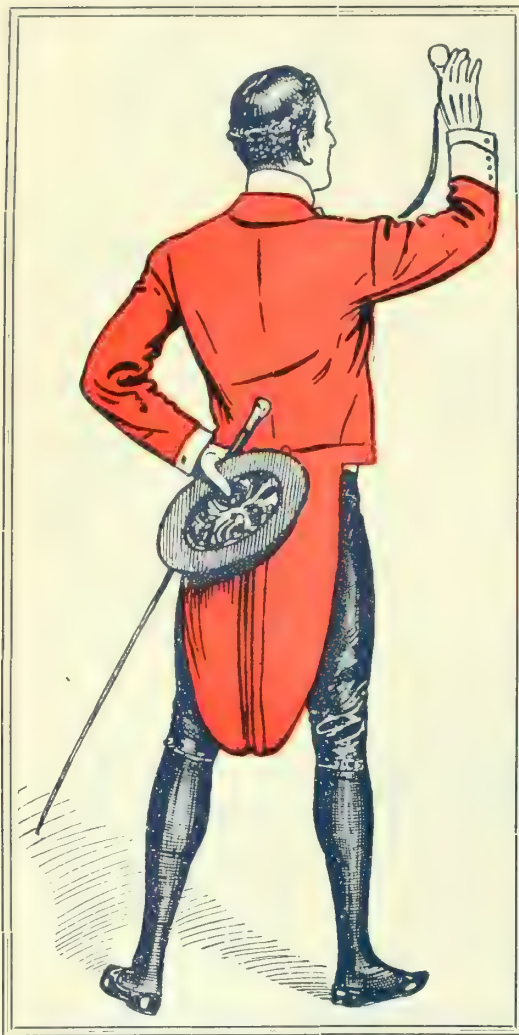
THE AMERICAN SILK WAIST CO.,

Samples on application.

Prompt Attention to Letter Orders.

323 St. James St.,

... MONTREAL.



Men's Furnishings.

THERE may yet be a number of warm Summer weeks before the Fall trade will actually begin, but travelers with Fall goods have been busy lately, and active men's furnishers have received a good part of their Fall stocks. This month and the first part of September should see the merchants get rid of their Summer stock,

though, in men's wear, a number of articles that are selling well now will continue to move freely during the Fall.

The most salable things in neckwear are the batwing and flowing end ties. The latter are in many different patterns, but in each there is a fancy border across the ends. The batwings will be worn all through the Fall. The popular colors are blue and grey; the greys are very pretty and are having a good sale. In blues, the navy polka dots sell better than anything else.

The new high-band turned down collar is having a good sale. This is made for both sexes, and is popular with both. City furnishers say the demand shows no signs of lessening, and these collars will be worn through Fall and Winter. They are made in high, medium and low sizes.

Colored shirts may be expected to sell through the Fall fairly well, also, though they are having their best run now. The blue stripe is in greater demand than the others, though all colored shirts are selling well.

Leather goods (those who deal in them say), principally belts and valises, are going rapidly. The season of traveling should see every window have at least one or two samples of goods in this line. Traveling rugs, too, are being sold in good numbers. They look well in a window, when done up with carrying straps, thus showing both articles at once.

Seen in Dealers' Windows.

Double-sole cotton hose, 25c. Single-sole cotton hose, 2 for 25c. Black cashmere socks, 3 for \$1. New English stand-up collars, 2 for 25c. High standing lay-down collars, 3 for 50c. Special balbriggan undershirts, 25c. Double-threaded balbriggan undershirts, 50c. Fish-net undershirts, 25c. Colored negligee shirts, stiff collar, 50c. Colored negligee shirts, silk front, stiff collar, \$1. Unlaundered white shirts, 40c. Duck trousers, \$1. String and batwing ties, 3 for 25c. Suspenders, narrow, 25c. Four-in-hand, flowing end ties, 2 for 25c.

The Neckwear Outlook.

As intimated above, the best selling neckwear, according to city dealers, includes flowing ends and batwing ties. I spoke also to a high authority in this trade, because it is so important for dealers to know what is correct. He stated that, in shapes, flowing ends led, while the recent hot spell had revived the kerchief tie. Bows, especially the batwing, are coming to the front.

In colors, blues, all shades, sell well, and this includes purple blues. There are strong indications that red will be in favor for Fall trade.

In patterns, spaced figures large and small are correct, although stripes show as yet no sign of losing their popularity. In fact, there is a greater demand than ever. All figures should be brought out with a great deal of white. A great many of them are solid white figures on a plain ground in satin of different shades of blue black or dark green. In stripes, also, whites are used largely on dark ground.

New York Ideas.

The other day I saw Mr. G. W. Nixon, an up-to-date Toronto dealer in men's furnishings, who had just returned from New York.

In conversation as to the men's furnishing business in the American metropolis, Mr. Nixon remarked that about the only thing he saw worn in neckwear was the batwing tie. "The flowing-end ties have not begun to sell there yet, but batwings, mostly in bright colors and in either silk or cotton, are worn by all. These are in plain ends and fancy—that is, the ends are shaped something like a violin, but with a square end, so that when tied together it makes a well-shaped bow. In collars, the high turn-down is worn altogether. The most popular shape in this collar is that where the turned-over parts meet at the top. Hosiery is worn in the 'loudest' colors they can get, and so are shirts. Large stripes running vertically are altogether worn in shirts; there are no cross stripes whatever this season. They have a new thing in white and colored shirts, with pleated pique fronts and pique cuffs, which are worn a great deal."

Mr. Nixon noticed that bright colors prevailed in everything, but did not think they would become popular here for some time, if at all.

The Well-dressed Man.

A well-posted fashion authority in New York, writes: "It really seems as if the looms have stopped their work as Dame Fashion sits dozing at the wheel, so little new is there in the styles of clothing and haberdashery. And yet I must still sing

SAMPLES Now on the road.

Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



"We Fear Nae Foe."

The Berlin Button and Suspender Co.
BERLIN, CANADA.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
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WELLINGTON ST. WEST.
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Perrin's



Gloves.

QUALITY GUARANTEED.

It is a well-known fact that Perrin's Gloves are the best gloves imported into Canada, that is why they are kept by the best dealers in each town.

We have always a well-assorted stock on hand.
Mail orders are attended to with punctuality.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL

MEN'S FURNISHINGS—Continued.

the song of the shirt. The notes are the same old notes, and there is scarcely a variation in the whole score, but, strange as it may appear, there are vast numbers of men who either never have heard the tune or who persist in whistling it abominably. It is, of course, too much to expect that every man should wear only a white tie with a long-tailed evening coat and a black tie with a dinner jacket, but it surely is discouraging to see men who certainly should know better, wearing any old thing in apparently cold-blooded disregard of all proper custom and convention. It is sad to see in the windows of good clothing establishments wax figures of supposedly correctly dressed men in shockingly incorrect costumes. What a dreadful example is set to the unthinking and ignorant by such a figure in a combination of dinner coat, double-breasted white waistcoat with gilt buttons, white tie, and high hat! One might almost expect to see tan shoes, and I dare say one would if it were not for the fact that most of these figures have imitation boots painted with good, black paint.

"The fact of the matter is that, notwithstanding all that has been said on the subject of masculine attire within the past few years, most men know extremely little about clothes and rely almost entirely upon the supposed knowledge of the tailor or the salesmen. Only the other day, as I was looking over some ties which caught my eye in passing through one of the large retail stores, I overheard a man asking advice from a woman clerk behind the counter as to the proper style of gloves, and I lingered long enough to see him purchase a pair of bright-yellow kid with black stitching on the backs and patent buttons, after being assured by the saleswoman that they were quite the fashionable style. I suppose it never occurred to him to doubt her knowledge of what was correct, and it was with the greatest effort that I refrained from intervening in what was certainly no concern of mine, out of pure kindness of heart, and at the risk of brazen impertinence. This is but one example of what occurs every day in every clothing shop and haberdashery in the city, simply because men do not know exactly what they want, or how to get it.

"It is natural, on the ground of comfort, that gloves should be less worn during the Summer months than in Autumn or Winter, but because they are not so generally in use is no reason why they should be laid aside. Though not as necessary as a hat or boots, they are decidedly a requisite of a well-dressed man's attire, and even if not actually worn, they should be carried in the hands or in the pocket, so that the fact is apparent that they have not been intentionally left at home or forgotten. Even in warm weather, the cape, dogskin, or heavy, tan walking gloves are the best looking as well as the smartest. The backs should have three stripes or spears of self-stitching, and the buttons should be of bone or gilt, which actually button through buttonholes, instead of fastening with a snap patent clasp. Besides the dark shade of tan, there are one or two good light shades that are correct and good looking."

The Autumn Leaf Design.

The head of Young & Rochester's tie department in London, Eng., Mr. Maurice, is responsible for an exceedingly artistic window card which is now in preparation, and will doubtless be very much in evidence in the men's departments of the best shops before long. It is a photographic reproduction of a handsome tablet, modeled in clay, giving prominence to a new series of ties for the Fall trade, called "Autumn Leaves." The photo. is mounted on bevelled card with wide margin, free

from printing, and shows one of the ties in a knot, with its actual colors and shading shown by means of the new colored photography. These "Autumn Leaf" ties are in 16 different colorings, and the effects in rich, shaded olive greens, golden browns, etc., are very attractive. The brocades are, perhaps, leaders, but the same idea is being carried out in foulards for handkerchief ties, the designs in the latter case being slightly larger than that in the brocades. Messrs. Wreyford & Co. will be showing these and they promise to be a very popular pattern during the coming season.

A Nice Range.

The Gault Bros. Co., Limited, are showing a very handsome range of neckwear for the early Fall trade. All the latest styles of scarves are shown in the newest colorings, which include red in the Othello, pourpre, garnet and Richelieu shades, and blues in the Paris, Yale, royal, navy, marine and latour shades.



NO. "OO,"—Our Special Grad. Derby at \$4.00.
The Gault Bros. Co., Limited.

Just now, the most popular things in the United States are two new shades of green, nimrod and hunter; this firm have a large variety of designs in these lines. Wedgewood and eldorado are two other new colors that their travelers are showing in a variety of patterns.

A Crusty Customer.

In the neckwear department of a large store hung the notice: "We cannot exchange or send neckwear on approval." This had become really necessary, for it had been found that there were people with sufficient audacity to procure fine neckwear that they might wear it for a special occasion—possibly

Nisbet & Auld

TORONTO.

TAILORS' WOOLLENS
TAILORS' TRIMMINGS
LADIES' FABRICS

Each of the above departments is well stocked with new goods for the coming season, and visiting buyers will find in our warehouse the latest novelties in designs, weaves and colorings, for men's and women's wear.

The reputation of our department for

COSTUME CLOTHS

has been established on our large assortment of pure wool, well-made goods in styles and colorings unequalled in Canada.

FASHION PLATES IN STOCK.

34 Wellington Street West.

Nisbet & Auld

TORONTO

Selling Agents in Canada for 

"DEVONIA" SERGES

Selling Agents for 

"OXFORD" TWEEDS

HAMLIN'S
"DEVONIA"
SERGES

PURE INDIGO
 WEST OF ENGLAND
Two Years' Guarantee.

Sole Agents in Canada —

NISBET & AULD
 TORONTO.

"OXFORD"
TWEEDS
and
HOMESPUNS

ARE THE BEST IN THE WORLD.

Our display this year at
TORONTO EXPOSITION
 will be much larger than in former years,
 and every pattern exhibited can be
 duplicated at our warehouse.

Selling Agents —

NISBET & AULD
 TORONTO.

The GAULT BROTHERS COMPANY, Limited

HIGH-CLASS

MONTREAL.

Neckwear ..

Manufacturers



ONE OF OUR LATEST.

See our new shades for early Fall—HUNTER GREEN (as above cut), GENDARME, RICHELIEU, NIMROD, ELDORADO, WEDGWOOD, LATOUR BLUE, PARIS, YALE, OTHELLO REDS, Etc. We are the only manufacturers showing Hunter Greens for present delivery. Two Months ahead of others. Produced for the Canadian market simultaneously with NEW YORK, in all the latest shapes. Our travelers are now on the road, showing a full range. **WAIT FOR THEM.**

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

MEN'S FURNISHINGS—Continued.

when having a photograph taken—returning it the following day. The rule had not been posted up long before one of the wealthiest and most touchy of the customers wanted some neckties on approval. "What!" said he, "not send neckwear on approval? Why, I never heard of such a thing. In future, I shall go where they are more accommodating." And he thereupon left the counter very much annoyed.

Men's Fashions in London.

Lord Ronald Gower has taken another "whack" at the silk hat in Summer by writing to *The Times* as follows during the hot spell which afflicted London at the end of July: "This torrid weather, and the oft-repeated presentations of Mr. Kruger in a tall, and generally seedy, hat, have, I rejoice to see, sensibly reduced the number of such hideous headgears in our streets. Of course, where the wearing of the frock coat (a most inartistic garment, as anyone who looks at our public statues must see) is a necessary evil, at those melancholy functions of garden parties and funerals—and even weddings—the tall hat will prevail; otherwise, we may hope that the day of the 'cylinder' as our neighbors call the top hat, are numbered."

During the heated term a certain number of people took his lordship's advice and went in for straw hats. London dealers sold an enormous quantity. Retailers report that, besides abnormal demand for straw hats, the alpaca coats were sought after, and even the white cotton umbrella, recognized in other countries as a valuable protection against the sun, is coming into favor. Light canvas crush hats were also worn, while the canvas helmet with green-shaded interior, was in demand. Many men going abroad took helmets of this kind with them.

The Summer ties, for variety of design and tasteful composition, compare with any previous year. The Briton's alleged love of sombreness and gloom is evidently a thing of the past—so far as his tie is concerned.

An "expert" writing in *London Fashion* on men's costumes for boating and other aquatic outings, says: "The ordinary coarse-plaited 'straw-yard' is undoubtedly more popular with the stylish river man than any other form of head-dress. Very few Panamas were seen at Henley regatta; and as to the horrifying top hat, it appeared to be strictly confined to the smart grooms of the riverside roads, who carried the lunch baskets of the well-to-do holiday-makers from dog cart to ralli car to punt, launch, or canoe. There is conspicuous absence on the Thames this year of colored ribbons, both as ties and hatbands. While there is no lack of color as regards loose-fronted river shirts, made either of linen, of linen and silk mixed, or of silk entirely, hatbands and bows are mostly black; and the colored handkerchief as a means of supporting the trousers has been almost entirely replaced by the brown leather belt. The most fashionable flannel jacket of all is a silver grey with white stripe. It is cut single breasted; the buttons are covered with same material; and the patch pockets are double sewn, as are also the seams, and front and bottom edges of the garment. The white linen duck trousers to be worn with this should not be too thin, or they will crumple and crease, and generally get out of order in a very short space of time. The stout linen duck is almost as cool as the thin kind, and it keeps its shape quite as well as the best flannel. Although a cotton duck has not such a rich look as a linen duck, and is, in point of fact, an inferior material so far as price and appearance are concerned, it is often worn by yachts-

men in preference to the finer kind, by reason of its being a little warmer and less giving to creasing.

"To return to the get-up of the riverman of to-day. If he prefers trousers of the same material as his coat, and the material be mainly dark blue or medium or dark grey, he should have brown boots, but with white duck trousers boots should be of white buckskin or white canvas with buckskin toecaps and lacehole fronts. A favorite color for the shirt, and one which certainly looks very well when the bow worn with it is black, is a faint heliotrope striped at two inch intervals with white and black hair lines. The white shirts of a canvas weave are also very stylish, and with these colored ribbon bows may be worn.

"I have lately been asked for information as to the latest fashion in dust coats. I have advised a drab Raglan of the very thinnest make. I would also draw the attention of readers to a natural color holland dust coat, made on the full ulster pattern, now very popular in Germany."

A man of note, who attended a swell dinner party the other night, says that the older men still wear their watch chains with evening dress, although the young man about town does not. Plain white studs are used in the shirts. The evening coat has four buttons. The white tie, of course, must be tied by hand.

News of the Trade.

Henderson, Hunt & McLaughlin have purchased the business of Fraser, Fraser & Co., St. John, N.B., and will carry on the clothing, men's furnishings and custom tailoring trade at the same stand. The members of the new firm are energetic men, well acquainted with the requirements of the community in their particular lines, and will make a big push for business. Their prospects for success are of the brightest.

W. C. Wood, of the firm of Closson & Wood, has purchased the men's furnishing establishment of W. G. Richardson & Co., Strathcona, N.W.T. Mr. Richardson joins the staff of W. T. Henry & Co.

Christie & Caron, Aylmer, Ont., have purchased the stock of ready-made clothing and furnishings of N. P. Finch, Paris, amounting to some \$5,000. Mr. W. S. Caron went to Paris and cleared out part of the stock before taking it to Aylmer.

Guy Bros., the enterprising proprietors of the Cornwall Steam Laundry, purchased the stock of McArthur & Co., and will continue the business at the old stand.

Los Angeles papers note the death there of R. M. Glass, a well-known commercial traveler, formerly of Adrian, Mich., and more recently of Vancouver. The deceased was but 42 years of age.

Messrs. A. McArthur and J. M. Harper, dry goods merchants and outfitters from Kamloops, B.C., where the firm has been established for 18 years, catering not only to the general public, but also to the miners of Quesnelle and Cariboo, have opened a dry goods department in Rossland under the management of H. M. Fraser, formerly of the Hudson's Bay Company.

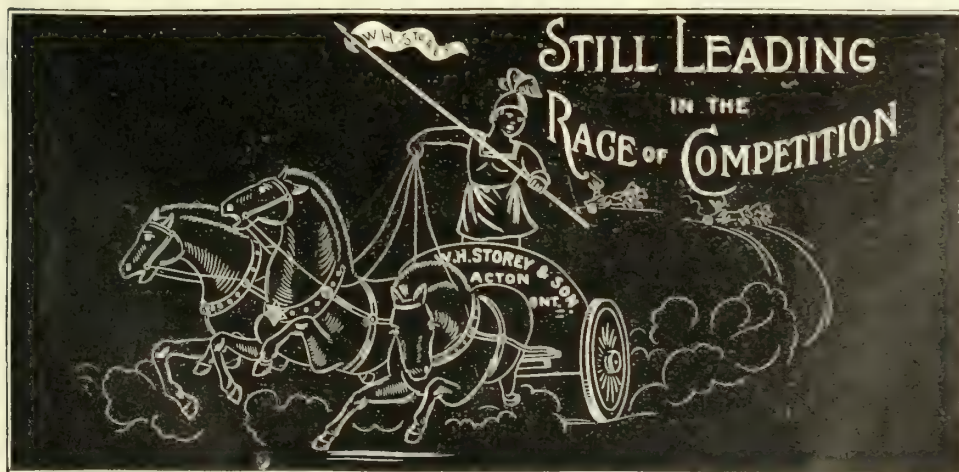
Extensive repairs are being made at the store of F. Simard, St. Joseph street, Quebec. To improve the light the upper parts of the show windows have been provided with Luxfer Prisms. This makes the back of the store as light as the front, and will do away with the skylight well which occupies so much space in the three flats. The well will be floored, and thus the second and third flats will be greatly enlarged, permitting the establishment of a dressmaking department in the building. New counters are to be provided, and the millinery department is to be greatly improved.

Niagara Neckwear Co Limited
Niagara Falls

Makers of American Styles
Of Neckwear

Dominion Suspender Co
Niagara Falls

Makers of Trade D Mark Suspenders
Guaranteed



Storey's Manufactures are
 Standard for Excellence of
 Material, Fit, Style, Work-
 manship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.

For Spring and Summer Trade.

W. H. STOREY & SON

(The Glovers of Canada)

ACTON, ONT

1000
FREE

CATCH PHRASES & IDEAS.

A little book worth its weight in gold.
 To All who Write Ads, Show Cards, Cir-
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 The price is 50c, but you can get it
 by simply filling out one of our
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Our method of furnishing commercial reports and collections gives prompt
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Tel. Main 10



THE CANADIAN COTTON AND WOOLLEN MARKET.

THE reports (August 10) go to show that prices in this market continue firm. The decline in the prices of fine wools reported from London has affected some lines of woollen fabrics and dress goods there, but not here, as Canadian importers never paid the highest prices when the market was strong, and are not affected by the decline from top values.

As to prices of cottons, the Canadian mills keep up values, and we hear of no immediate change either way. As one evidence of the stability of staple cottons, it may be mentioned that early in August the prices of cotton yarns in New York for 3-8's declined $\frac{1}{2}$ c., to 13c.; 2-14's sold at 14 $\frac{1}{2}$ c., and 2-20's at 17c. The Canadian prices for these three numbers of cotton yarns are 18, 19 and 22c., our market being unaffected by the New York reaction. The English price for 2-14's cotton yarn is 10d. per lb., or 20c., in England.

FLANNELETTES.

The sales of flannelettes are said to be good this season. There is especially a good demand among retail buyers for the better grades. Repeat orders so far to the mills have not been heavy, because placing orders were heavy. It is said by those who profess to know that if any change in prices takes place it will be an advance.

TAPESTRY AND VELVET CARPETS.

Since our last issue a further advance of $\frac{1}{4}$ d. a yard on tapestry and velvet carpets has taken place. This is said to be due to a mutual decision arrived at by the different British manufacturers of these goods.

THE NOTTINGHAM LACE MARKETS.

Nottingham advices to The London Drapers' Record says: "The demand for fancy millinery laces, especially for export, remains steady. The ordinary lines, such as valenciennes and torchons, of which goods there is an extensive range of qualities, styles and prices, are selling well in edgings, laces, and insertions. Victoria, brabant and point de Paris laces are in good request for special markets. Crochet laces and warp goods are steadily inquired for. As the yarn market continues unsettled, buyers operate cautiously, and they are obliged in many instances to keep the price of the finished product sufficiently high to guard themselves against any loss through yarns going still higher. The silk lace trade remains comparatively languid, and few novelties are being introduced in this branch. Export orders for mosquito nets and finer goods for embroidery purposes monopolize a large amount of attention, even at the higher prices that are ruling, and the supply has not yet overtaken the demand. Tulle for millinery purposes still sell freely in cotton, but silk tulle and chantilly nets are not so much inquired for as formerly. There is only a limited inquiry for heavy foundation nets."

THE ENGLISH WOOL MARKET.

The result of the July wool sales was, on the whole, a decline in price. At first the bidding showed a reduction of 5 per cent. for common cross-breds from the values at the May sales, but toward the close the price recovered and, finally, the initial decline gave way to prices in excess of May value. Fine cross-breds at first declined from 10 to 15 per cent., but later on recovered about 5 per cent. The end of the sales saw steadily hardening prices, due partly to the decision of the Colonial Wool Importers' Association to have only five series of sales. The next and concluding series will begin October 9. Many buyers believe that this is an attempt to bolster up the market unduly.

COTTON STOCK QUOTATIONS, AUGUST 8.

	Share.	Half-year dividend.	Sellers.	Buyers.
Montreal Cotton.....	\$100	4 p.c.	140	134
Canadian Colored Cotton..	100	3 p.c.	88	78
Merchants' Cotton.....	100	4 p.c.	135	
Dominion Cotton.....	100	3 p.c.	90	86
Montmorency Cotton.....			110	
Colored Cotton Bonds.....		3 p.c.	100	99

MAGOG PRINTS PRICE LIST FOR FALL.

	c.		c.
Salisbury	8	Ladas tweed.....	12
N. F. fancy costumes	9	Heavy moles	16
N. B. fall suits	9	Extra heavy moles.....	20
Fancy wrapperettes	11	Twill cretonne	7 1-2
Reversible wrapperettes	11	Ottoman cretonne, 30-in	9 1-2
Costume twills	10	Oatmeal cretonne.....	11
Coat lining	10 1-2	S. C. indigo.....	8 1-2
T. K. napped skirting	11	N. H. H. indigo.....	10 1-2
S. K. "	12 1-2	D. C.	10 1-2
Moreen skirting.....	10 1-2	G. C.	12 1-2
X X K. "	10 1-2	H. H. H. prints.....	9
Heavy twill	11 1-2	H. H. H. anilines	10
Napped sateens (aniline and indigo)..... 12 1-2c.			

SLEEVE LININGS.

	c.		c.
No. 11	8	net	
No. 22	9 1-2	"	
No. 33	10 1-2	"	
No. 44	12 1-2	"	

OVERCOAT SLEEVE LININGS.

	c.		c.
No. 22 X.....	10	net	
No. 22 embossed.....	11 1-2	"	
No. O. C.	12	"	
No. O. C. embossed	13 1-2	"	

CANADIAN OILCLOTH PRICES.

ENAMELED OILCLOTH.

Muslins.	In 12 yd. pieces.		
	Widths.	5/4	6/4
		Cents.	
Black, bright (glazed) and dull finish, per yd.....	19	21	25
Black, patent face, per yd.....	23	25	..
Browns, greens and maroons, per yd.....	24	27	31*
Russet and tan, per yd	24	27	..
Blue, yellow and red, per yd.....	31*	35*	..
Scarlet, white and crimson, per yd	43*	48*	..
White sign cloth, per yd	19	..	25

Drills.

Black, bright (glazed) and dull finish, per yd	24	26	32
Black, patent face, per yd	27	29	..
Black, tan back, patent face, per yd	33	..	..
Black, figured back, per yd	29	32	37
Black, brown back, per yd	32	34	39
Browns, greens and maroons, per yd	33	35	40*
Russet and tan, per yd	33	35	..
Blue, yellow and red, per yd	38*	42*	..
Scarlet, white and crimson, per yd	50*	56*	..

Ducks, etc.

Black, bright (glazed) and dull finish, per yd	30	32	37
Black, patent face, per yd	34	37*	..
Black, figured back, per yd	35	37	42
Black, brown back, per yd	38	40	44
Browns, greens and maroons, per yd	40	42	46*
Russet and tan, per yd	40*	42*	..
Oiled, for wagon tops, 50 yd. lengths, per yd	..	..	44
Black moleskin, patent face, per yd.....	78	..	..

*Lines made to order only.

CANVAS STAIR OILCLOTH.

	Widths—		
	2/4	5/8	3/4
	Cents.		
Canvas back.....	09 $\frac{1}{2}$	12	14 $\frac{1}{2}$
Painted back.....	13	16 $\frac{1}{2}$	20

Lengths of pieces 30 yards.

Terms: Cash, less 3 per cent. in 10 days.



MONTREAL WHOLESALE TRADE.

THE Montreal wholesale houses are just completing their Fall shipments and beginning to settle down to receive duplicate orders. Nor are the thoughts of the business men entirely confined to this year's trade. Next Spring's fashions are beginning to be troublesome, and the buyers are already leaving on visits to English and continental markets. Meanwhile the Fall stocks of the various houses are well filled up, and sorting orders ought to be filled satisfactorily. Many new Fall lines are also in stock.

GAULT BROS. CO., LIMITED.

That the taste of the man has a great influence upon the style of the dress of the woman is shown by the fact that The Gault Bros. Co., Limited, report a great demand for tweed costumes in their woollen department. Brighter colors and homespun effects are perhaps most popular. Golf cloths, for capes and skirts, also in bright colors, are receiving a fair share of attention. Ladies are showing some favor for drab beaver cloths.

In the cotton department, some new lines are to be seen setting off the staple lines. They have a range of fancy velours and a line of Parisian flannels, in stripes, small dots and fancy stripes, that are worth seeing. Varied styles are shown in wrapperettes, including a range of fancy Salisburys. They have a line of fancy 36 inch curtains of Venetian pattern that ought to take well. The assorted shades of 34-inch check dress goods, double width, are handsome and of good value. A special line of 27-inch eiderdowns, for children's wraps, has just come into stock. This firm have made a specialty of 72-inch woollen sheetings, in grey and white, a line not always carried by dry goods firms. Tweeds in small checks, stripes and twills are popular this year for boy's suits and ladies' bicycle skirts. Add to this a good range of cotton yarns and an interesting cotton department is complete.

The newest thing in dress goods is "Zibeline," in checks and spots. It promises to be very fashionable. French tweeds of camel's hair finish, satin finished crepons and repp-grounds are in best demand. Plaids, especially Scotch tartans, are shown in wide ranges, white poplins, in blacks and colors, bid fair to be worn a good deal this Fall and Winter. The predominating color of the season is not determined as yet; fawns, browns, blues and reds, with a few resida, appear to be taking best. In silks, there seems to be a feeling for black broche silks, but all the newest pastel shades, including wedgwood, will be fashionable. Velveteens are going to be extensively used for trimmings.

In the trimming department, some ranges of mecerized Italian cloths, in all colors, both plain and fancy, are being sold for blouse, skirt and jacket linings. Fancy vestings are stock in heavy lines this year. Gault Bros., Limited, have gone extensively into the silk trimming business this year, and are consequently showing good values.

Samples are now on the road for laces and embroideries for Spring. It will be well worth our friends' while to look at this range, for it is very extensive. Novelties in elastic web belts are shown for immediate delivery. This firm report a heavy demand for Shetland floss wool, used for various fancy articles. They have just put into stock a large range of black chiffon which offers exceptional value. Their customers would

do well to see their soft finished colored quilts made of Egyptian cotton; pinks and sky blues are the favorite colors in this line. The popular "Crescent" brand of skirts and wrappers are selling so well that it is difficult to have the orders put through.

THE W. R. BROCK CO., LIMITED.

The W. R. Brock Co., Limited, are now showing, in their staple department, some very interesting lines in flags, flannel-ettes, wrapperettes, cottonades, grey and white cottons, linings and sateens. They have a nice assortment of linens, in damasks, table napkins and cloths, crash towelings, towels, butcher linens and canvas, at prices that defy competition. A large stock of flannelette and wool blankets is being carried this Fall.

In the smallware and notion department, as is well known, this firm always carry a good stock of staples and season's novelties. They draw special attention to the following this year: Pompadour combs and hair ornaments, belt buckles in all the latest styles, and jewelery in great variety. In elastics, they keep the famous "Lion" brand, and they say one trial of this line will convince the user of its superiority.

Mr. Brock states that the firm are in extra good shape this season to deliver promptly all orders for ladies', gentlemen's and children's underwear, hosiery and gloves. Merchants should see their ranges of whitewear, flannelettes, underwear, blouses and wrappers before buying, as their values are good.

In their dress goods department, they are making a specialty of blacks, but are also showing one of the most complete ranges in the market, in all the latest styles, including fancies, tartans and plain colors. Their "Sunbeam" velveteen still holds the cake as the leading line in the trade; the price is not changed, in spite of the market advance.

In the silk, ribbon and trimming department, the size and quality of their stock rivals any in the Dominion. They show black, colored and fancy silks and satins in every make, not to mention black and colored velvets. Large shipments of velvet and velvet and satin ribbons are coming in by every steamer. In trimmings, there is a large demand for beaded braids, appliques, steel sequins, swansdown, angora and lamb's wool, in all of which they are by no means sold out.

In "E" department, on the third floor, where muslins, laces and embroideries are shown in great profusion, a large shipment of pillow shams, bureau and washstand scarves has just been received. Valenciennes and guipure laces and some extra fine lines of swiss embroidered and hemstitched handkerchiefs are shortly to hand. The neckwear department is complete in all the latest novelties, both for ladies and gentlemen. They have a knot tie called "Sport," to retail at 25c. It's a cracker-jack. On this floor, too, is the curtain department, where there is a large stock from 17½c. to \$12 per pair.

A special line of curtains, called the "Fitu" and "Patriotic," at \$9 per dozen, is just arriving, together with a variety of fancy hosiery in hood clouds, mitts, and many sorts of fancy woollen goods.

S. GREENSHIELDS, SON & CO.

This firm are doing a hustling business in their large new establishment, and the customer that can pay a visit here and come away dissatisfied must be fastidious, indeed.

The cotton department is full and up-to-date. Just now they are showing special lines in white remnants, etc. They announce a couple of bargains in some low grades of bleached

Display Fixtures

INCLUDING

Millinery and Hat
Stands.
Flower and
Feather Stands.
Wax Figures.
Papier Mache Forms.
Mantle Racks.
Glove Cabinets.
Mirrors.
Ribbon Cabinets.



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Nickel Plated Window
Fixtures.
Lace Racks.
Store Stools, Etc.
Write for Catalogue.

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& CO.**

46 Richmond
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TORONTO, Ont.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool.
Calling at Quebec and Rimouski, P.Q., and Marseilles, Ireland, each way, to
embark and land Passengers and Mails.
"LAKE ERIE" and "LAKE CHAMPLAIN" (New
9,000 Tons, Twin Screws)

From Liverpool.			From Montreal.	
Tuesday, July 24	LAKE CHAMPLAIN, New, 9,000 tons	Friday, Aug. 10		
" " 31	LAKE MEGANTIC " " " "	" " 17		
" " Aug. 7	LAKE SUPERIOR " " " "	" " 24		
" " 14	LAKE ONTARIO " " " "	" " 31		
" " 21	MONTELORE " " " "	Sept. 7		
" " Sept. 4	LAKE CHAMPLAIN, New, 9,000 tons	" " 14		
" " 11	LAKE MEGANTIC " " " "	" " 21		
" " 18	LAKE SUPERIOR " " " "	Oct. 5		

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

Special Notice.—The New Twin screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government, will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

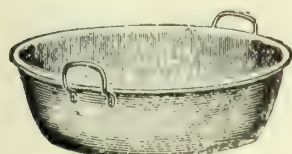
THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awn-
ings, Shirtings, Flannelettes, Ging-
hams, Zephyrs, Skirtings, Dress
Goods, Lawns, Cotton Blankets,
Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO



ILLUSTRATE YOUR ADVERTISEMENTS. ILLUSTRATE YOUR PRICE LISTS. EMBELLISH YOUR ADVERTISING MATTER WITH ILLUSTRATIONS OF YOUR PRODUCTS.

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut at a particular article. Do you want a cut, from photograph, or yourself, or the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price or electrotype of it. Write today. Don't wait.

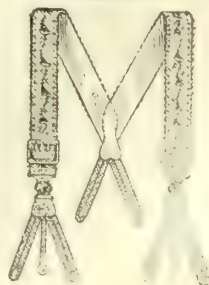
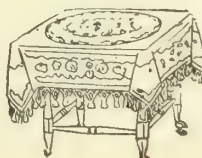
Electrotypes size of those shown in this ad, will be sent with postage and duty prepaid at the following prices.

Less than 10, 25c. each. From 25 to 49, 23c. each.
From 10 to 24, 24c. each. From 50 to 99, 22c. each.
100 or over, 21c. each.

Send for proof-sheets. Hundreds of cuts to select from.
Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.
Electrotypers and Photo-Engravers.

THE PUGH CO. 67 Yonge St., Toronto, Ont.
Distributing Agents for the Dominion of Canada.



WHOLESALE TRADE—Continued.

and unbleached canton flannels which they have had made especially for themselves.

In carpets and housefurnishings they are showing some special values in single and double-width cretonnes. The carpet stock is full and varied; one would think, to look at the large stock carried, that they were ready for the Spring rush; but they say there is a lot to be added before they are ready for the Spring trade.

The newest thing in the smallwares department is the "Zaza" pulley belt. This is the latest development of the belt craze. It comes in two styles, one in plain satin, at \$6.50, and one in satin with sequin trimming, at \$9.50. They have a new line of jet, and jet and steel pockets, to retail at 50c. Special attention should be paid to their large stock of fancy goods, including albums, photo. frames, kid dolls, glove and handkerchief boxes, blotting pads, scrap books, tea sets, writing desks, work boxes, necktie boxes, blocks, scrap albums, photo. holders, harmonicas, etc.—in fact, everything the Christmas and gift giving season demands. The stock of Berlin and Shetland wools is now complete, and every shade is in stock. Satisfaction in other lines is also assured. A new range of purses has just been received and it includes the finger purse in assorted colors, at \$4.00 a dozen.

In the woollen department, S. Greenshields, Son & Co. are showing a complete range of mantle and costume cloths for ladies, and a fine line of serges, fancy worsteds, and Scotch and Irish tweeds for men's wear.

The dress goods department is too well known to require comment. Here are the newest things, and they are worth seeing; a line of French pointed opera flannels that are very pretty; a range of camel's hair checks in assorted patterns that give promise of being decidedly popular; a handsome array of silk and mohair figures which bid fair to displace creponnes among the tasty dressers; an assortment of fine cloths dotted with libertine spots of a high quality, presenting a new effect, and, finally, a camel's hair serge in black and navies.

KYLE, CHEESBROUGH & CO.

Attention is drawn to the advertisement of Kyle, Cheesbrough & Co. in this number, particularly to the corset vest represented in the cut. It is the newest thing in this line and will be welcomed by many of the feminine gender as the proper article to wear over a corset when being fitted for a new tailor-made gown this Fall. Also, the young ladies will find it a treasure when cycling, golfing, etc., as they can do without their corsets, the vest giving the required form and still does not curtail the freeness of action of the body. All leading merchants should see these and they will profit thereby. It is not a roughly-made article, but the best one made in this line, being perfectly smooth and of exquisite form.

They are also showing several pretty lines in new neck wear. The new corded ties, belt buckles and sets, also many other novelties, besides a full line in dress goods, hosiery, gloves, underwear, etc.

The travelers are also showing a complete range of silk, sequin, jet, mohair and combination trimmings. This season will be a leader in silk galons very extensively in their latest creations. The Plauen market, from latest advices, reports a very large demand for these silk trimmings, particularly in ivory and black. There is certainly no more beautiful garniture than what is now turned out of Plauen in these silk effects. They are being shown in many beautiful designs and also the

lower grades which come from other parts of the continent from 25c. dozen up to \$10. These need to be seen to be appreciated.

The ten travelers of this firm are now out with laces and embroideries for Spring 1901, showing a range of between 6,000 and 7,000 numbers. Everyone who will favor them with a look through their range will not be disappointed. They will, it is claimed, see many novelties that no other range in Canada can show. The styles now prevalent in Europe and America will certainly demand much lace in their make up—particularly in all-overs. Of this line they are showing a most comprehensive range in silk and cotton effects, and of exceptional value. On this point the firm say: "We know that by making a specialty, as we do in this line, that we certainly cannot be surpassed by anyone in Canada, or by any middlemen in the United Kingdom, as we buy in as close markets as anyone in this line; our purchasing power warrants it."

BROPHY, CAINS & CO.

Brophy, Cains & Co., Montreal, have some special men on the road showing laces, embroideries and veilings in all the various makes for December delivery.

They are also showing a special range of Christmas handkerchiefs in motto and in fancy box goods. These lines are confined to this house.

McINTYRE, SON & CO.

The Western Ontario representatives of McIntyre, Son & Co. will be at the Toronto office, 25 Colborne street, during the Exhibition, and will be pleased to see their customers and the trade generally.

The Ottawa district representatives will be at the Ottawa office, Carleton Chambers, Sparks street, during the Ottawa Exhibition. Customers and the trade are invited to call.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., Toronto.**Dry Goods Commission Agents.**

Representing: { WM. SIMPSON, SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 509 McKinnon Bldg 19 Melinda St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, etc.**CONDENSED OR "WANT" ADVERTISEMENTS.**

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

WANTED, BY A BELFAST FIRM OF HANDKERCHIEF Manufacturers, an agent to represent them in Canada. Must be well recommended, and have a good connection with the best wholesale houses. Address, stating terms, to "A. B.," care Advertising Department, THE DRY GOODS REVIEW, Toronto. (9)

RESPONSIBLE, EXPERIENCED DRY GOODS MAN, JUST recently having severed his connection with large dry goods house, is open for agencies of firms not now represented in Quebec. Can furnish the best of references as to personal standing. Address replies to "Agency," care THE DRY GOODS REVIEW, Toronto or Montreal. (8)

ADVERTISING IN WESTERN CANADA will be... CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

The Penman Manufacturing Co.

Limited

Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.



Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS :

D. Morrice, Sons & Co., Montreal and Toronto.

To the Trade :

To Capital, Skill, Observation and Truth

in securing the support and confidence of our customers we attribute our success. Capital to buy on the very best terms ; skill in knowing how, when and where to buy ; observation in seeing the class of goods required ; truth in representing the superior value of our goods by facts and figures.
To buyers

Visiting Toronto's Great Annual Exhibition

we would like to impress upon them the importance of calling at our warehouses in order that they may see the variety of goods we show in Foreign and Domestic Staples, Linens, Silks, Dress Goods, Hosiery, Gloves, Men's Furnishings, Haberdashery, Fancy Goods, Carpets, House Furnishings, Woollens, and Tailors' Trimmings.

Do Not Fail to see our Special Brands :

"Crescent" Black Dress Goods, "Seabelle" Serges, "Imperial" Hosiery, "Queen City" Domestic Cotton Goods, "Empire" Quilts, "Diamond" Shirts, and "Arms" Brand in Foreign Printed Goods. We assure you of a hearty reception and prompt attention. We want all our customers to

Feel at Home while in our Warehouses.

JOHN MACDONALD & CO.

Wellington and Front Sts. E.
TORONTO. ❁ ❁ ❁



VOL X

MONTREAL AND TORONTO, SEPTEMBER, 1900

No. 9

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory:
Old St., London.

Also at Glasgow,
Sydney and Melbourne.

3 and 2 WOOD STREET,
LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

WHAT THE "VARNISHED BOARD" MEANS

ON WHICH

PRIESTLEY'S DRESS GOODS

ALONE ARE WRAPPED.

THE BEST QUALITY OF RAW MATERIAL.
AN EVEN WEAVE.
PURITY OF DYE.
SUPERIORITY OF FINISH.

THEY WILL BRING REPUTATION TO YOUR STORE.

S. GREENSHIELDS, SON & CO.,

Montreal and Vancouver, B.C.

Sole Selling Agents for Canada.

Lister's

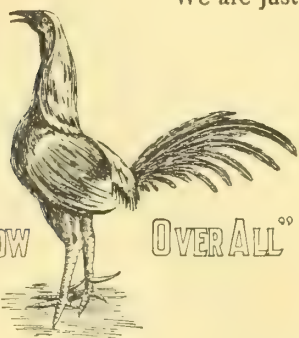
{ Silks
Velvets
Sealettes

To be had from . . .

WHOLESALE DRY GOODS
and MILLINERY HOUSES.

"Rooster Brand"

We are just making a new



Shirt

at \$5.00
per dozen.

IT'S A
CORKER.

We will send on approbation to any merchant who pays **Cash**, by express, prepaid, not less than 2 dozen.

THEY ARE WINNERS. TRY THEM.

Robert C. Wilkins, Montreal

Manufacturer

Shirts, Overalls, Clothing Specialties and
Ladies' Tailor-Made Skirts.

WYLD-DARLING

COMPANY, Limited.

FOR FINE

Merchant Tailoring Trade.

THE LATEST NOVELTIES

IN

Imported and Canadian Woollens

and

Trimmings.

SILK AND MOHAIR LININGS, SILECIAS,
CANVAS, COLLAR VELVETS,
BUTTONS, ETC.

Mitchell's Fashion Plates.

WYLD-DARLING CO., Limited
TORONTO.

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

Buyers Looking for Bargains
will find them in our goods.

We have lines that are

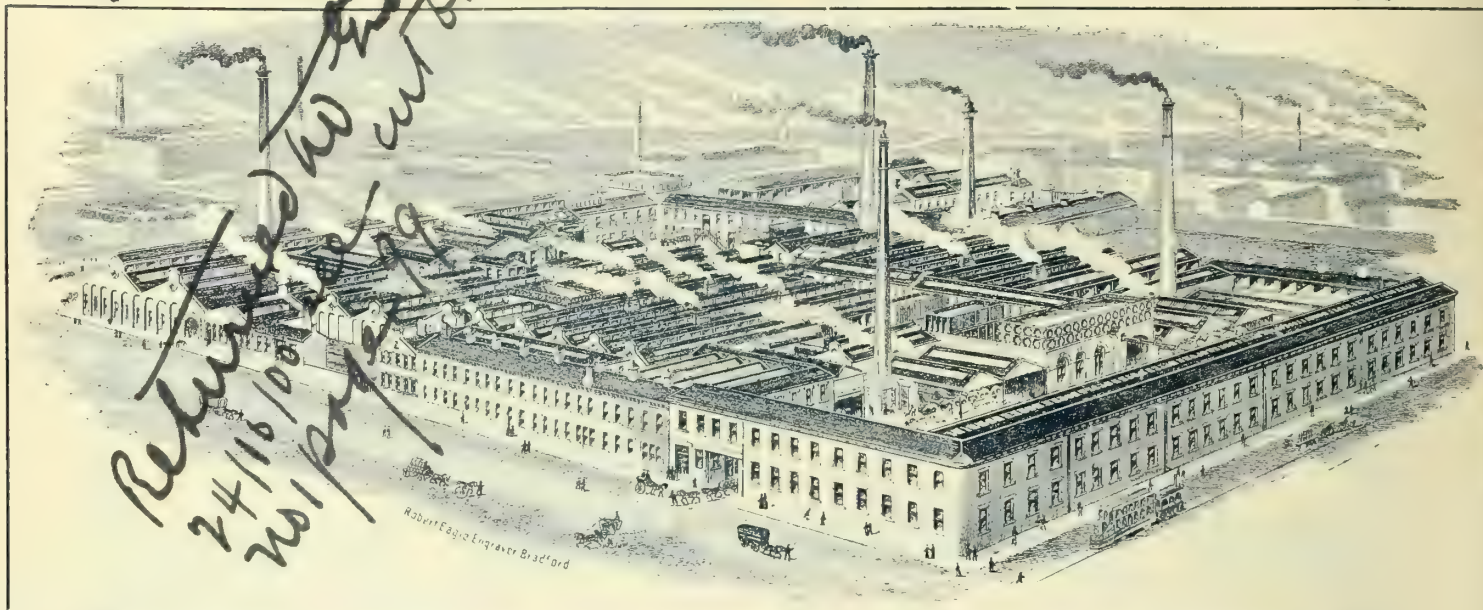
IRRESISTIBLE.

Sell at Sight.

Profitable Purchases.

Can you afford to be without
them?

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods:



Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS ^{AND} MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

RYLANDS & SONS

LIMITED.

MANCHESTER, ENG.

Cotton
Spinners

Bleachers

Merchants

Dyers

Manufacturers

Finishers



Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,
Longford works,

Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

WREYFORD & CO.

Wholesale Men's Furnishers

ROMAIN BUILDING, **TORONTO**

Dominion Agents for

Young & Rochester

LONDON and LONDONDERRY.

*Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.**New Ranges of Neckwear just received.
Spring 1901 samples this month.***TRESS & CO., London, Eng.**

—High-Class—

HATS and CAPS.

Spring samples on 15th. Latest English and New York shapes. Silks, Felts and Straws.

**DR. JAEGER'S SANITARY
WOOLEN UNDERWEAR.**For Gentlemen, Ladies and Children.
For 15 years the STANDARD OF THE WORLD.
For 5 years steadily growing in favor in Canada
UNITED GARMENTS.

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.
If no agent in your town write us

Design A.

**DORCAS
THIMBLES**

(Horner's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

**The Most Popular
Thimbles of the Day.**

Design G.

Canadian Agent

H. PEARCE14
Place D'Armes
Square,**MONTREAL.**

Design K.

Established 1785.

TRADE MARK



REGISTERED

**BEE HIVE
Knitting Wools**

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.The Oldest Established
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLDScotch Fingering
Wheeling
Petticoat Fingering
Soft MerinoBerlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting WoolVest and Silk Vest Wool
Lady Betty
Shetland
AndalusianPyrenees
Fleecy
Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

Especially Adapted for Cycle Hose and Sweaters

We claim that they will knit further and wear longer than any other make.

Wholesale Only**Send for Samples.**

Agent—

Duncan Bell**MONTREAL and TORONTO**

The Lace Warehouse of Canada

Early Orders secure prompt and *early deliveries*. This applies more especially to import *Laces* and *Embroideries*, which our men are now showing for Spring, 1901. In these lines we are admittedly the *leaders* in the Canadian trade.

Dress Goods continue to arrive weekly, and among our collection we show the latest designs and best values attainable.

Hosiery. If you desire to have your Hosiery Department a strong and profitable branch of your trade, see what we are doing in this line. We are sole agents in Canada for the Queen's Gate Indelible Black Cashmere Hose—equalled by few, surpassed by none.

Cloakings, Mantle Cloths and Golf Cape Reversible Cloths in latest designs.

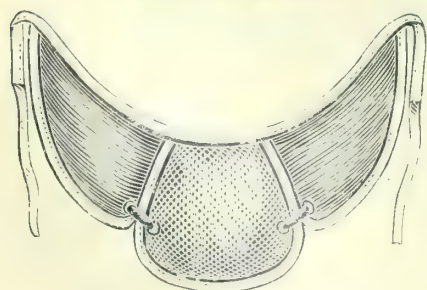
In Our Collection are shown samples from the following departments, which are kept fully assorted throughout the season :



The Model K. C. Vest.

Silks, Velvets and Velveteens, Opera and Blouse Flannels, Costumes, Robes, Shirt Waists, Chiffons, Laces, Nets, Veilings, Trimmings, Ribbons, Belts, Neckwear, Hairpins, Slides and Ornaments, Hosiery, Gloves and Underwear, Corsets, Waists and Bustles.

The Model K. C. Corset Vest is a seller at sight. It is a moulded form of exquisite design and finish. The proper article for tailor-made suits and waists, worn over the corset, or without the corset when golfing, cycling, etc. We carry a full range of sizes in cotton and satin coverings.



No. 13 Form.

Letter Orders Carefully Executed.

Kyle, Cheesbrough & Co.

16 St. Helen Street

MONTREAL.

THE ...

Colonial Bleaching and Printing Co.

LIMITED

MONTREAL.

Spring Samples
NOW READY.

Prints,
Ducks,
Foulards, **Satteens,**
Moleskins, **Drills,**
Siliesias.

The Bagley & Wright Mfg. Co.

318 St. James St., MONTREAL.

For Sorting-Up Trade

We are offering some Special Values:

C15 full-fashioned Hose, sizes 8½, 9, 9½, usual price \$4.20 per doz., we offer at - - - **\$3.50** to clear.

C16 full-fashioned Hose, sizes 8½, 9, 9½, usual price \$4.40 per doz., we offer at - - - **\$3.60** to clear.

THESE ARE THE BEST VALUES EVER OFFERED.

Art Sateen, 100 pieces, we offer at 11c., regular price, 12½c.

Full Line of

LINENS, TOWELS, TAILORS' TRIMMINGS, Etc.

AT ROCK BOTTOM PRICES.

The W.R. Brock Company, (Limited)

CORNER BAY AND WELLINGTON
STREETS

TORONTO.

Fall

Underwear,
Hosiery and
Gloves

Samples of these are in the
hands of our travellers. Do not
fail to see them, they are

Profit-Makers.

Leaders

Hosiery. To retail at 15, 25, 35 and
50 cents.

Men's Underwear. To retail at 25,
50, 75 cents and \$1.00.

Ladies' Underwear. To retail at
25, 50, 75 cents and \$1.00.

Men's Lined Kid Gloves. To retail
at 60 cents.

**Ladies' Ringwood and Cash-
mere Gloves.** To retail at 25 cents.

Letter Orders for Immediate Wants receive Special Attention.



VOL. X.

MONTREAL AND TORONTO, SEPTEMBER, 1900.

No. 9.

BOARD OF TRADE OF THE MARITIME PROVINCES.

A THREE DAYS' CONVENTION IN KENTVILLE, N.S., THE PRETTY LITTLE TOWN
IN THE CORNWALLIS VALLEY.

THE sixth annual convention of the Board of Trade of the Maritime Provinces opened in Kentville, N.S., the pretty little town in the Cornwallis Valley, on Wednesday, August 15.

The sessions of the convention were held in the Y.M.C.A. Hall, which the local board had tastefully decorated for the occasion with bunting, while over the platform was a large streamer with the word "Welcome" printed on it in letters of blue and red. It was the first occasion on which the Maritime Board of Trade has met in a hall decorated in its honor.

The first session was held on Wednesday evening. It was 8.30 o'clock when the president called the meeting to order, with the remark: "Gentlemen, I think the hour has now arrived when we should proceed to the business of the sixth annual session of the Maritime Board of Trade. I will now request the secretary to call the roll."

Secretary Calkin read the roll and the following delegates were reported for their respective boards of trade:

ST. JOHN, N.B.—W. M. Jarvis, C. W. Bostwick, L. G. Crosby, F. C. Allison, R. B. Emerson, J. Wilard Smith.

HALIFAX, N.S.—W. A. Black (president), J. E. De Wolfe, Geo. J. Troop, C. M. Creed (secretary), E. G. Smith, F. C. Simson, J. A. Chipman, J. Taylor Wood, J. P. Longard, I. C. Stewart, E. F. Stevens, George A. Boak, A. E. Jones, Senator Power, George Mitchell, M.P.

KINGS COUNTY.—P. Innes (president), J. Hubbard, Ralph S. Eaton, A. Bishop.

KENTVILLE, N.S.—R. W. Eaton (president), H. H. Wickwire, M.P.P.; B. H. Dodge, M.P.P.; Col. L. D. V. Chipman, Judge Chipman, F. H. Armstrong (general passenger agent of D.A.R.), J. W. King.

TRURO, N.S.—Dr. W. S. Muir.

BERWICK, N.S.—J. E. Woodworth.

PARRSBORO'—H. W. MacKenna, P. F. Lawson, James W. Day, E. R. Reid.

MIDDLETON, N.S.—Percy Bentley, W. G. Parson.

WESTVILLE, N.S.—A. R. Munro.

CHATHAM, N.B.—W. S. Loggie, D. G. Smith.
SUSSEX, W. J. Mills, C. G. Athinstodge, W. B. McKay, C. D. Davis.

WINDSOR, N.S.—Clarence H. Dimock, W. Keri Dimock, J. W. Blanchard, Dr. J. B. Black.

WOLFVILLE, N.S.—Dr. DeWolfe.
ST. STEPHEN, N.B.—Fred Ham.
NEW GLASGOW, John Underwood.
CANNING, N.S.—W. Rand.

Just preceding the calling of the meeting to order, the following were invited to seats on the platform: Ex-presidents of the board, George J. Troop, Halifax, and W. M. Jarvis, St. John; Mayor Loggie, Chatham, N.B., and W. A. Black, president of the Halifax Board of Trade. President DeWolfe had Mr. Troop at his right and Mr. Jarvis at his left, and as he took his seat between them he remarked facetiously, "We divide Halifax and St. John because it is not safe to have them together."

There was a general laugh amid which Mr. Jarvis arose and facetiously remarked that there would be no danger at all were he and Mr. Troop put side by side.

COMMUNICATIONS.

A letter was read from the Lunenburg Board of Trade, regretting inability to send delegates. "But we will be there next year," wrote the secretary. The Stellarton board also wrote regretting inability to send representatives. Mr. D. G. Smith, of the Chatham board wrote, "We expect to have the board meet here next year."

"I am glad," remarked the president, "that we have an invitation from at least one place."

Among other letters read was one from Mr. D. J. McLaughlin, of the St. John, N.B., Board of Trade, in which he regretted that as he was compelled to go to Minnesota he would be unable to attend the convention.

"OLD HOME WEEK."

In a letter which was read from Mr. W. S. Fisher, of St. John, was the following:

In connection with the subject of better accommodation for tourists, it has been suggested that along these lines it might be well for the gathering to discuss the question of "Old Home Week," such as they have been having this week in Portland, Maine. It seems this idea was first originated in New Hampshire, and has been gradually extending. I presume you are aware of what it means. If not, allow me to state briefly that the object sought is to induce all the former residents of the State or Province to visit their old home. For this purpose a week has been set aside and advertised well in advance, when the railway and steamship companies offer for that period extremely low rates and passage from every part of the Union. This naturally brings a large concourse of people back to their former homes, renews acquaintances and keeps them in touch with it, whereas otherwise they would gradually lose entire touch with it. This revival of interest is a good thing from many points of view which I will not undertake to discuss, but which are apparent on the surface, and the expenditure of money is an important source of income to the community.

Applying this to the tourist question, it would appear that considerable good might be derived from such a movement if once started in the Maritime Provinces, as it would awaken an interest in the minds of many former residents and be an effective means of advertising the country. The matter could be taken up more effectively by all three Provinces working together, for the very good reason that all the transportation companies would in that case be much more deeply interested and their hearty approval and assistance would be absolutely necessary.

Messrs. C. W. Bostwick, St. John, and Percy Bentley, Middleton, were appointed auditors.

THE PRESIDENT'S ADDRESS.

MANY IMPORTANT SUBJECTS DEALT WITH IN AN INTERESTING MANNER.

President DeWolfe, in rising to deliver his annual address, was greeted with applause.

GENTLEMEN OF THE CONVENTION :

In presenting this, my annual address, I venture at the very outset to bespeak your generous indulgence for its deficiency, and your benevolent criticism of its shortcomings. I am fully conscious of the serious disadvantages under which I labor in coming after the masterly, instructive and comprehensive address of my able and respected predecessor in office, Mr. Jarvis, at the magnificent convention in St. John last year—an address which I can neither hope nor pretend to emulate. At the same time I may, without presumption, add that while fully recognizing my own limitations, I yield to no man in the sincerity of my desire, and in my efforts, such as they are, for the furtherance of the work, the extension of the benefits and the enlargement of the usefulness of the Maritime Board of Trade.

MEETING OF COUNCIL.

The question of expense has hitherto been a bar to the holding of more frequent meetings of the executive of the board, and the same is true to some extent as regards the general meetings of the board itself. While the board was in the experimental stage no very definite regulation in this respect could well be adopted, but now that it has become so firmly established and has so thoroughly and successfully vindicated its usefulness and its influence, it is suggested that the time may be opportune for amending the constitution, at least as regards

and Westville in Nova Scotia, and Summerside and Souris in P. E. Island, all of which except Summerside have become affiliated with the Maritime Board. I exceedingly regret being unable to report any new organizations from the important Province of New Brunswick, but much good work has been done there, in which your board was heartily seconded by the St. John Board and which will no doubt bear fruit in due season.

AMENDMENT OF THE BOARD OF TRADE ACT.

The Dominion Act "respecting the incorporation of boards of trade" provides that there must be a population of not less than 2,500 in any district in which a board of trade may be incorporated. In many cases we have found that this provision acts as a bar to the formation of a board of trade. There are many towns in the Provinces the population of which is less than 2,500 which nevertheless carry on a considerable business, and are none the less interested in the general welfare and progress of the community and in which the organized action of its best citizens working for the common good could not fail to be of great material and moral advantage. In all such cases I have recommended that towns with a less population than 2,500 should either form their board of trade without asking for its incorporation, or should take in sufficient of the county to form a district with the required population and thus secure incorporation. It is obvious, however, that neither alternative is quite satisfactory,

ANSWERING INQUIRIES.

A highly important feature of the work of your executive, and one calling for the exercise of sound judgment, experience and discretion, is the answering of inquiries and furnishing information on almost every imaginable subject connected with the business, trade, industries, resources, capabilities, transportation facilities, soil, climate, amenities and so on of these three Provinces. These inquiries are not merely interprovincial, as between the Maritime Provinces or as between the Maritime and the other Provinces of the Dominion, but to a considerable extent they may be said to be interimperial, coming as many of them do from the Mother Country and her other colonies, even so far away as Australia. This bespeaks a growing recognition of the community of interests, and a quickening of the pulses and the broadening of the aims of commerce within and throughout the Empire. In order, therefore, that the Maritime Board may be at all times in a position to furnish accurate, intelligent and reliable information in response to the inquiries which come to it, it is of prime importance, that, 1st—every local board should be affiliated with it and be represented on its council; and, 2nd—that every local board should file with the Maritime Board a copy of each annual report or address of its president, together with such other data as to the trade, progress, prospects, and requirements of its district as may be called for



Site of the "Royal Oak," Kentville, where Queen Victoria's father lived for a short time.

meetings of the executive council. At present no provision whatever is made as to the holding of meetings of the council; and in order to facilitate the work of the board and to keep in touch with and abreast of the changing topics and circumstances of the times, it would appear desirable to provide for, say, regular quarterly meetings of the council, and additional special meetings when necessary at the call of the president. My personal experience and that of the secretary, during the year just closed, point to the necessity of more frequent consultation with the council.

WORK OF THE YEAR.

The work of the board during the past year has been mainly of an educative and organizing character, with a view to arousing public interest and stimulating the formation of local boards of trade in places which are not so represented. In this connection a number of official circulars have been issued giving such explanations and offering such suggestions and observations as seemed to be necessary for the information and guidance of those interesting themselves in organizing such boards.

A circular was also addressed to the mayors of incorporated towns in which there were no boards, with the view of securing their cooperation, and pointing out the advantages which, in many ways, would accrue to a town from the combined action and deliberations of its foremost business and professional men. This entailed a wide and voluminous correspondence with all parts of the Maritime Provinces and has resulted in the establishment of local boards of trade during the year in Yarmouth, Canning, Bridgewater, Liverpool, Digby, Stellarton

and it is suggested that, in order to meet such cases, of which there are many in the Maritime Provinces, and to extend the usefulness and advantages of boards of trade, this board should respectfully petition Parliament to amend the Act by substituting a population of 1,000 or 1,500 in lieu of the 2,500 at present.

SOME STATISTICS.

Before passing on this subject, and as illustrative of the increasing interest that is being taken in, and the solid advantages that are derived from the active, intelligent and patriotic work of boards of trade, I may be permitted to quote a few brief figures as to recent progress. There are now 138 boards of trade in Canada, of which no less than 41 are in the Maritime Provinces, viz.: 27 in Nova Scotia, 11 in New Brunswick and 3 in Prince Edward Island. In Nova Scotia, Manitoba and British Columbia the number has doubled within the last four years. A year ago out of a total of 30 boards in the Maritime Provinces, 20 were affiliated with the Maritime Board, and 16 were represented by delegates at the annual convention. This year out of a total of 41 boards, 26 have been affiliated and no less than 16 are represented by the delegates at this meeting. It will be seen that at present Nova Scotia is largely ahead of New Brunswick and Prince Edward Island, probably because the matter has been more fully and consistently advocated there, but this is a disparity which will no doubt disappear in the course of time as the beneficial work of existing boards becomes more generally recognized, and the advantages of mutual cooperation more generally known.

from time to time. In this way the Maritime Board would be kept continually and continuously in close touch with every varying phase and development of Maritime industry and enterprise; would accumulate a fund of valuable information and statistics, readily available for any purpose; and would be in a position to efficiently and intelligently perform one of its most important functions, viz., to furnish authoritative information regarding any and all parts of these Provinces to the capitalist, manufacturer, the trader, the workman and the immigrant.

BUREAU OF INFORMATION.

I would go further than this, and would respectfully suggest for your consideration the propriety of instituting a Bureau of Information in connection with and under the control of the Maritime Board of Trade. If we would hold our own in the ever-growing, swiftly rushing tide of competition which confronts and envelops us on every side we must bestir ourselves and claim before the world that place and precedence to which our commanding geographical position, our temperate climate and fertile soil, and our splendid natural resources of the field, the forest, the mine and the sea entitle us. Less than ever nowadays is there justification for hiding our lights under a bushel or tying up our talents in a napkin. Therefore, I think that in addition to answering such inquiries as come to us, our Bureau of Information should take up the ground heretofore intermittently occupied by our respective Governments and prepare and distribute in likely quarters booklets and literature regarding

We are going to have some special lines of American goods for the sorting trip. You will do well to see these.

We have made specialties of Dress Goods, Silks, Satins, Velvets, Velveteens, Hosiery, Gloves, Laces and other lines that we will not particularize now. If you have not benefited thereby the loss is yours.

Our goods are and always have been reliable. There is novelty and exclusiveness in our patterns and designs---a general high character to all our goods.

We have captured much of the best trade in Canada; we want more of it.

If you are not doing your share of the best trade in your town the remedy is in your own hands. We have the goods you want, come to us for them.

Our travellers will be on the road during September and October. In addition to all regular lines they will have some specialties for Spring 1901. By ordering early you will ensure delivery in good time

There never was a season when Tweed Skirts were so much worn as they will be this Fall. The correct Blouses for Tweed Skirts are Plain and Fancy Silks, Silk Embroidered and Plain French Opera Flannels. We have a very large variety of these in the right styles and colors.

The quality, designs and prices of our Imported Flannelettes are appreciated by the trade, and the goods are selling fast.

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 MONTREAL

the industries, resources, capabilities and prospects of our magnificent Provinces. To this end I would suggest that for the reason that we are a thoroughly representative non-partisan and non-political body, whose sole primary aim is to promote and foster the industrial enterprises, encourage the development of the resources, and aid the extension and expansion of the trade and commerce of the Maritime Provinces, this board should respectfully memorialize the three Governments for an annual grant to enable it to carry on this important and necessary work in the manner and on a scale commensurate with the magnitude of the interests involved. I venture to think, having regard to all the circumstances, that this board could perform the work more economically and to better advantage than it could be done separately by the three Governments.

TOURIST TRAVEL.

In view of the importance which attaches to the encouragement of tourist travel to these Provinces, it was deemed advisable to issue a circular on the subject embodying the resolution passed by the board at its last convention. The rapid and splendid facilities for intercommunication which are now available by rail and steamboat lines, induce, year by year, an increasing influx of summer visitors, to the manifest advantage, direct and indirect, of these Provinces. Concurrently with the expansion of this business, great improvements in many instances have been made in the hotel and boarding house accommodation. There is still, however, much room for improvement, and I would again press upon delegates the desirability of providing good and ample accommodation for this class of travel. Other things being suitable and in keeping, and the manifold natural beauties and picturesque scenery which abound in these Provinces, coupled with their historic and romantic associations, will attract still larger and larger numbers to enjoy the cool invigorating breezes of our shores. And it should be remembered that everyone who has been well treated goes away thoroughly delighted and becomes for the future one of our best and cheapest advertising agents. Besides which this frequent intercourse tends to make ourselves and our country better known, and explodes the idea that ours is a worthless and barren terra incognita.

COUNTY BOARDS OF TRADE.

Kings county Nova Scotia, is the only county in the Maritime Provinces, and, as far as I know, in the Dominion, in which a board of trade has been organized. This board has been doing very useful and efficient work, more especially in connection with matters affecting agricultural interests, and it has adopted the highly commendable plan of holding its meetings alternately at different centres in the county. Now, the agricultural, if not the most, is at the least one of the most important industries in these Provinces, and while the Fruit Growers' Association, Farmers' Association, the Stock Breeders' Association, and the Farmers' Institute have done and are doing much useful and valuable work for the advancement of agriculture and the improvement of agricultural methods and processes, still I think it cannot be denied that a live and energetic board of trade in each county holding frequent meetings in different localities would do much more to arouse and keep alive the interest and to stimulate the activity of the agricultural community. The stress of modern competition presses as heavily and tells as keenly upon the agricultural as upon any other industry, and accordingly it would appear that the formation of county boards of trade with the objects of improving the condition, protecting the interest, increasing the production, and enlarging the markets of the agriculturist, would be a step in the right direction, leading to large benefit results.

COLD STORAGE.

For instance, one of the questions which might very appropriately engage the attention of county boards and upon which their deliverances would be of importance and value is that of cold storage. The transport to and the placing upon the markets of the world of our unrivalled agricultural and horticultural products in a sound, fresh, untainted and attractive condition has become for us one of the most important questions of the time, on the proper solution of which will depend to a large degree the future development and expansion of our productive energies. What has been done for the products of distant New Zealand and Australia surely can be done, and certainly ought to be done, for the perishable and delicate products of our Provinces. The wide range and admitted excellence of our products and our proximity to the British markets, by reason of our favorable geographical position, should give, and, under proper conditions of handling and transit, would give us a

commanding and remunerative position and lead to extraordinary development along the lines of agricultural and horticultural industries and enterprises. What is needed to secure and maintain this position beyond all question of rivalry and competition is a cheap and efficient cold storage equipment on our railways at our ocean seaports and on our trans-atlantic steamship lines. To attain so desirable and necessary a consummation, our best efforts should be directed.

FAST ATLANTIC SERVICE.

The subject of the establishment of a fast Atlantic mail and passenger service between Canada and Great Britain has been more or less under consideration and discussion during the past few years, and I observe that it is among the matters that are to come before the present convention. It is to my mind a question of the very greatest importance to Canada, and especially to these Provinces. Rapid transit for mails, passengers and certain kinds of freight has come to be an essential necessity of our times, and every consideration points to the policy, the wisdom and the common sense of passing our own traffic through our own magnificent gateways, which are among the most accessible, secure and commodious on the whole Atlantic seaboard, rather than divert it through and help to build up foreign and competitive ports. Powerfully established enterprises and rival interest, together with doubts as to the remunerative character of the undertaking have hitherto prevented the establishment of such a fast and perfectly equipped line as a rapidly developing vitality of our national life and the circumstances and exigencies of the times demand. I am



The President—Mr. W. S. Loggie,
Chatham, N.B.

of those who believe, that given the necessary facilities and accommodation, trade as surely and invariably follows the route as it follows the flag. We can all remember when the Canadian Pacific Railway was being projected, the chorus of pessimistic alarm with which the daring scheme was greeted and the prophecies that it would never earn sufficient to pay for its axle grease. I believe that the establishment of a fast Atlantic service equal to the best in point of speed equipment and accommodation would be equally successful and contribute equally to the advantage, development and up-building of the Dominion. It is clearly inevitable that such a line by the mere force of geographical consideration would command and attract an enormous and ever-increasing traffic and would form not the least important link in the world encircling chain which binds the Empire together.

PREFERENTIAL TRADE.

Among other subjects to which the attention of the convention will be invited, but not the least important and not the least far reaching in its consequences, is that of preferential trade within the Empire. It is a subject beset with many difficulties and regarding which there are wide divergencies of view. It is a notable fact that of recent years the trend of public opinion, both in Great Britain and the Colonies, has been steadily converging towards this end, accelerated by the amazing development and rapidly-growing competition of foreign countries in every branch of commercial industry and production. It seems clear

that we are on the eve of great economic and commercial changes, and it is obvious that the adoption of the principle of preferential trade within the Empire would lead to an enormous development in every branch of agricultural industry throughout Canada.

LEGISLATIVE UNION.

The question of a legislative union for the Maritime Provinces has at various times been a subject of public discussion, which, so far, has been barren of any practical results. The question will again be a matter of consideration at this meeting, and it is hoped that its ventilation will tend to forward the movement a stage or two. It needs little or no argument to show that such a union would lead to great and radical economy in legislative and administrative expenses, would tend to larger and better practical results by reason of the combination and concentration of public institutions, would create a broader conception and a wider recognition of the identity of our material interests, would allay petty jealousies which have hitherto clogged our progress, and would give us a solid and important political entity which would command no mean weight and potency in the Parliament of Canada and the councils of the nation. These are results that are undoubtedly within our achievement whenever the people of these Provinces make up their minds to have them. The progress may be slow, because the established interests and traditional associations to overcome are important and deep rooted. But we are not altogether standing still, and in various ways the Provinces are coming closer together. A very important step forward has been taken in the proposal for the establishment of a Maritime College of Agriculture and the Maritime Technical Training College, under the joint auspices and aid of the Maritime Governments. The successful and harmonious working of our own board is another encouraging instance of progress being made.

OTHER MATTERS.

Various other subjects will come up for discussion at this meeting which cannot be referred to now without overswelling the limits of this address, notably among which is that dealing with the amazing development of the coal, iron, steel and allied industries now in progress, which bids fair to convert the northeastern corner of Nova Scotia into a populous hive of industry, the future of which no man can foresee. It will be noted that none of the subjects are of merely local importance, it being a sound rule to leave all such matters to be dealt with exclusively by the local boards, reserving for the cognizance of this board subjects of provincial, interprovincial and national importance.

THE LATE MR. DWYER.

While we have reason to congratulate ourselves upon the progress which has been made, and the gratifying measure of success which has attended our efforts, we have, I regret to say, one great and irretrievable loss to deplore in the lamented death of the late Michael Dwyer, Esq., of Halifax. Mr. Dwyer was one of the foremost and most active promoters and founders of the Maritime Board of Trade; he took a hearty personal interest in all its business and proceedings, and his wide experience, acute intelligence and matured judgment were at all times freely, fully and cheerfully at our service. I therefore think it would be proper and becoming for this board to place formally on record an expression of its appreciation of the eminent services rendered to it by the deceased gentleman, and of the all but irreparable loss it has sustained by his premature and unexpected death.

SOUTH-AFRICAN WAR.

Since last convention the British Government was forced into a war with the Boer Republics, in order to repel an invasion of British territory and to redress the grievances and secure the rights and liberties of British subjects. The outbreak of the war gave the signal for a remarkable and significant exhibition of patriotic loyalty throughout all the colonies and dependencies of the Empire, each vying with the other in their offers of aid to the Mother Country. The Government of Canada equipped and dispatched to South Africa two contingents of over 1,000 each composed of volunteers from all branches of the service, and Lord Strathcona and Mount Royal at his own expense equipped and sent out a body of 500, known as Strathcona's Horse. We have all followed with keen interest their career in the field, and we have read from time to time with a glow of pride how with intrepid valor they sustained the honor of their country in many a desperate battle, winning the laurels of victory and earning unstinted commendation on all hands from the Field Marshal Commanding downward. But war has its dark as well as its bright sides. Our own Provinces furnished their quotas of gallant

volunteers, and while we rejoice with the surviving victors we none the less remember with sorrowing pride that some of our best young blood was spilt and some of our noblest young lives went out on the far South-African veldt in defence of Britain and for the honor and glory of their native land. Their deaths will not have been in vain, but will, I firmly believe, be a shining mark for future generations of one of the most remarkable turning points in the long and glorious history of the British race and the British Empire.

CLOSING REMARKS

Before closing this address, I feel it not less a pleasure than a duty to refer to the valuable services of Mr. Calkin, your secretary-treasurer for the past year. He has been not merely assiduous but indefatigable in the performance of the duties devolving upon him, which have now grown to be of considerable importance and volume, and he has brought a zeal and enthusiasm into the work which were both infectious and refreshing. I am indebted to him for much useful assistance and information; and in this respect my thanks are also due to many members of council, and to officials of the local board of trade. Nor must I omit to acknowledge, here and now, our obligations to the regular press and to the trade journals of the country for the copious space they have devoted, or, I might say, donated, and the prominence they have given to reports of the proceedings of your board and the several local boards. By this means a general interest has been created in and an impetus has been given to our work which has been of incalculable service and is bearing good fruit from day to day.

I feel that I have trespassed too much and too long upon your time and patience, and will now conclude by expressing the hope that the result of your action and deliberation at this meeting will mark another step forward in the history of the board, and will tend to still further broaden its scope and extend its usefulness; to still further justify its claims to represent the concrete intelligence, experience and judgment of our foremost practical business men on all subjects affecting the material interests, progress and prosperity of the Maritime Provinces and of the Dominion; and to still further illustrate the supreme advantage of working together in harmony, board with board

and Province with Province, to foster and promote our common objects and our common aims.

The president was greeted with loud applause as he took his seat, and, on motion of Mayor Loggie, of Chatham, the



The Past President—Mr. M. G. De Wolfe, Kentville, N. S.

report was received, and a hearty vote of thanks conveyed to Mr. DeWolfe for the excellent address delivered by him.

THE PRESIDENT'S REPLY.

"I may say," remarked the president, as

he arose to acknowledge the vote, "that I am very much obliged, and I only hope that when I vacate this chair the work will be easier for my successor. The secretary and myself have spent many hours trying to work out what we thought would be for the best interest of the Maritime Provinces. I am very much pleased to see such a representative gathering. Mr. Jarvis in his annual report last year congratulated the convention on its representative character. I am much pleased to say that the gathering here to-day is even more representative than that which we had in the winter port last year. I am glad that the delegates have, by their presence, proved that the Maritime Board of Trade has come to stay." In conclusion, he expressed the opinion, amid applause, that a fast winter steamship service would only be brought about through the efforts of the Board of Trade of the Maritime Provinces.

THE SECRETARY-TREASURER'S REPORT.

Mr. G. E. Calkin, the secretary-treasurer, presented his annual report, and it was a most satisfactory one. He pointed out that there were 26 boards of trade out of 40 in the three Provinces that were affiliated with the Maritime Board of Trade. Last year 20 were affiliated. The number of boards represented at the present convention was

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A full line of Notions.

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Just what you will want to push your early trade.

Stock well worth your inspection.

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16, the same as last year. The reason the number was not larger was that some of the most important boards in the Maritime Provinces, and ones which had hitherto always sent representatives, were, through unforeseen circumstances, unable this year to send delegates. He spoke of the difficulty he had experienced in getting the officers of some of the boards to reply promptly to his communications, and urged a reform in that respect. Within the Maritime Provinces there were many men of marked ability connected with the board who could do a great deal to advance the interests of not only that part of the country, but those of the Dominion as a whole. He favored the appointment of a permanent secretary, although under no circumstances would he accept the office himself.

The finances, he said, were in a much better condition than last year. More money came in, and there was more on hand. Still, some of the boards had been careless in remitting their per capita tax. The receipts during the year totalled \$117, which was larger than in any previous year. The expenditures during the year were \$32.50. Taking the amount carried forward from last year, the balance at present in his hands is about \$140.

There are in the Maritime Provinces 41 boards of trade, of which, as already pointed out, 26 are affiliated with the Maritime Board. There are 3 boards in Prince Edward Island, 11 in New Brunswick and 27 in Nova Scotia. The boards in the three Provinces, alphabetically arranged, are as follows :

Amherst, N.S.	New Glasgow, N.S.
Annapolis, N.S.	North Sydney, N.S.
Berwick, N.S.	Pictou, N.S.
Bridgetown, N.S.	Parrsboro', N.S.
Bridgewater, N.S.	Springhill, N.S.
Charlottetown, P.E.I.	Sydney, N.S.
Canning, N.S.	Stellarton, N.S.
Chatham, N.B.	Souris P.E.I.
Digby, N.S.	Summerside, P.E.I.
Dartmouth, N.S.	St. John N.B.
Fredericton, N.S.	St. Andrews, N.B.
Harland, N.B.	St. Stephen, N.B.
Halifax, N.S.	St. Martins, N.B.
Kentville, N.S.	Sussex, N.B.
Kings County, N.S.	Truro, N.S.
Londonderry, N.S.	Woodstock, N.B.
Liverpool, N.S.	Windsor, N.S.
Lunenburg, N.S.	Wolfville, N.S.
Middleton, N.S.	Westville, N.S.
Moncton, N.B.	Yarmouth, N.S.
Newcastle, N.B.	

The report was received, as was also the report of the auditors, which found the accounts correct.

SUBJECTS FOR DISCUSSION.

The following were appointed a committee to arrange the order in which the subjects for discussion should be taken up : Messrs. J. E. Woodworth, Berwick ; W. S. Loggie, Chatham ; A. J. Smith, Halifax ; H. Wickwire, Kentville ; J. Hubbard, Kings County ; Percy Bentley, Middleton ; W. M. Jarvis, St. John ; A. R. Munro, Westville ; W. J. Mills, Sussex ; H. W. MacKenna, Parrsboro' ; Dr. Muir, Truro ; J. W. Blanchard, Windsor.

The convention adjourned at 10.50 p.m. to meet on Thursday morning.

THURSDAY'S SESSION.

The convention met at 10 o'clock on Thursday morning.

The following telegram was read from Mr. E. C. Hanrahan, president of the Sydney Board of Trade : "Regret exceedingly that circumstances prevent Sydney being represented at your meeting. With best wishes and hoping to have you meet here next time, where our citizens will give you right royal greeting."

A letter was read from J. W. Bigelow, Wolfville, in which was enclosed the following resolution :

Resolved, that the Maritime Board of Trade urge upon the several Provincial Governments the necessity of immediately securing space and making arrangements for a creditable exhibit of the products of the Maritime Provinces at the Pan-American Exposition to be held at Buffalo.



The Secretary-Treasurer—Mr. D. G. Smith, Chatham, N.B.

NOMINATING COMMITTEE.

On motion of Messrs. D. G. Smith and T. C. Allison, the gentlemen composing the committee on subjects for discussion were delegated to also act as the nominating committee, with the addition of the names of Messrs. Fred Ham, St. Stephens, and J. Underwood, New Glasgow.

THE NEW OFFICERS.

The nominating committee retired, and after an absence of half an hour or more presented the following list of officers :

President—W. S. Loggie, Chatham, N.B.
Vice-President for Nova Scotia—Dr. Muir, Truro.
Vice-President for P.E.I.—Horace Haszard, Charlottetown.
Secretary—D. G. Smith, Chatham, N.B.

The announcement was greeted with applause, and, on motion of Messrs. W. M. Jarvis and H. W. MacKenna, the report of

the nominating committee was unanimously concurred in.

Amid applause Messrs. Loggie and Dr. Muir were escorted to the platform, and Mr. D. G. Smith to the secretary's desk.

"Before I take the chair," began the new president, "allow me to move a hearty vote of thanks to Mr. DeWolfe for his excellent work as president during the past year." (Hear, hear.) "I am sure Mr. DeWolfe will take the same interest and will lend all the help he can to the new president, and will do all he can, as in the past, to advance the interests of this board."

This motion was also carried by a standing vote.

Retiring President DeWolfe, in acknowledging the vote of thanks, spoke in part as follows : "I feel very grateful to you, gentlemen, for having extended to me this very hearty vote of thanks. I have left no stone unturned in trying to advance the interests of the Maritime Board of Trade. At the same time I realize that I have made a great many mistakes. As I said last year, I was following in the steps of old and tried veterans. I do not know of any position in the Maritime Provinces in which there is so much to gain or to which so much honor is attached as that of president of the Maritime Board of Trade." (Hear, hear.) "To see the way in which the representatives yesterday and to-day have worked for the good of the Maritime Provinces and for the good of the Dominion of Canada is something to be proud of. I have on my right the father of the Maritime Board of Trade. I have reference to Mr. Troop. He has never missed but one convention, and that was last year in St. John, when an accident prevented him putting in an appearance. The time has come when the Maritime Board of Trade is a power in the land, and the Government does not cast aside any resolutions or letters addressed to it from this board. I have much pleasure in resigning my position to the man whom you have elected, a man who is deeply interested in the Maritime Provinces. In your new officers you have the strongest team you ever had. I look for an earthquake." (Laughter.)

Mr. W. M. Jarvis, St. John, moved the suspension of the rules in order that he might introduce a special vote of thanks to Mr. G. E. Calkin, the secretary of the Maritime Board of Trade for the services he had rendered during the year and also that the sum of \$50 be set aside for his use.

The motion was seconded by Mr. Percy Bentley and carried by a standing vote.

Mr. Calkin thanked the board and added : "I have, with all my shortcomings, always taken an interest in board of

trade matters and I always shall." (Applause.)

CHATHAM THE NEXT PLACE OF MEETING.

Mr. D. G. Smith, the new secretary, had in the meantime been quietly sitting at his desk. But a few remarks were now demanded from him. "I thank you," he said, "for the honor you have conferred upon me. I hope I shall be able to do as satisfactory work as has the late secretary. If I can make any improvement I shall try and do so. While I am on my feet I will take the opportunity of moving that the next annual meeting of the Maritime Board of Trade be held in Chatham, N.B."

Just at that moment, a telegram was handed to Mr. M. G. DeWolfe. It turned out to be from the Chatham Board of Trade, inviting the Maritime Board to hold its next convention in that town. There was a

not devolved upon someone else. However, he felt that it was his duty to introduce the subject when called upon to do so. "I regard," he continued, "this question as the most important that looms up before the Canadian people and of this Empire. However little we may now think of the question to-day, as truly as we live

IN THIS GREAT COUNTRY

of Canada, as truly as we have a great country in Australia, as truly as we have nearly one-third of the world's territory, this question will force itself upon our attention until it is an accomplished fact."

He then referred to the free trade movement in England as led by Cobden, and the difficulties the latter contended with. At that time Great Britain had no rivals, except France, Spain and Portugal. He referred to the progress of Great Britain under free

Britain, but the material for the interchange of commodities between all nations."

The aggregate exports of the British colonies were, he said, about \$1,500,000,000 in round numbers as far as his memory served him. The imports were somewhat larger. Of

THAT ENORMOUS GRADE

only about 14 per cent. was with the Mother Country. It ought to be, he declared, 50 per cent. at least. By a simple preferential tariff, foreign countries would be prevented from taking this trade from her.

"How indifferently this matter may be treated to-night or in the near future," he continued, "as sure as we are a living people we shall yet awaken ourselves and help to wake up the Australian colonies and



Blomidon, on the Minas Basin.

laugh among the members at the coincidence.

Then Mr. W. M. Jarvis seconded Mr. Smith's resolution, which was carried unanimously.

The convention adjourned at 12.30 p.m. to meet again at 8 p.m.

In the afternoon, the delegates were taken by vehicles to "Look Out," as guests of the Kentville and Kings County Boards of Trade. Further particulars of this will be found elsewhere.

The evening session was opened shortly after 8 o'clock. There was a good attendance of members.

After routine, the first subject introduced was

PREFERENTIAL TRADE.

The subject was introduced by Mr. J. A. Chipman, Halifax. In doing so, he said he regretted exceedingly that the duty had

trade, and he'd that up to 1882 no country had made greater progress. Then came in the competition of the United States and of Germany, and, not only in foreign markets, but in the British market itself.

Canada in the years gone by only had a small population, and

COULD SCARCELY FEED HERSELF.

Now things are changed. We have a larger population, and, with our minerals, timber and food products, it is possible for us to supply the British Empire itself.

Referring again to the competition of Germany and the United States in the home, foreign and colonial market, he continued: "Are we to open our markets of the Empire to the competition of the world, while they shut us out with high tariffs and obnoxious bounty systems? I have shown that we have not only the material to supply Great

the West Indian Islands to the importance of this great question." (Applause).

He then read the following resolution:

Resolved, that in the opinion of this convention mutual preferential trade within the British Empire would greatly tend to cement the unity of the Empire, vastly assist in developing the material resources of the several colonies and depend thereof, hold a restraining influence upon immigration, directing it from foreign to countries within the Empire, and conducing to a more equitable system of commercial intercourse between the Empire and the several nations of

Before taking his seat, Mr. Chipman said: "We hear sometimes that Great Britain is afraid of a mutual preferential trade between herself and her colonies and dependencies on account of her large trade with foreign countries. I tell you, gentlemen, that before preferential trade within the Empire was in existence five years the United States and other foreign countries would, to use an Americanism, be hustling

to come in and get a share of the preferential trade." (Laughter and applause.)

Mr. W. M. Jarvis, St. John, said he had much pleasure in seconding the resolution. "It is a question of vast importance," he declared. "And it is

A HAPPY OMEN

when you find such a strong public opinion as now exists among all people in Canada for a continuance of the present preferential tariff with Great Britain." (Hear, hear.)

Without further discussion the motion was put and carried unanimously.

TRADE WITH THE WEST INDIES.

The subject of the West Indian trade was introduced by Mr. I. C. Stewart, of Halifax, who, early in the year, spent three months in the Leeward Islands. He said it was a subject which indirectly interests every merchant and every manufacturer in the Province of Nova Scotia, because "it involves one of our most, if not the most, important of our industries, namely, that of fish. It concerns the counties of Lunenburg, Queens, Shelburne and Yarmouth directly, and it concerns the supply houses and exporters of Halifax almost, if not quite, as seriously."

Continuing, Mr. Stewart spoke in part as follows: "The West Indian trade of Nova Scotia is

ONE OF THE OLDEST SURVIVING INDUSTRIES of our people. I am not as familiar with the early history of the trade as the majority of those present, but anyone who has lived in Halifax for any length of time during the past 10 years cannot fail to have heard of the

GOOD OLD DAYS

when the docks were alive with small shipping and money was easily made by Halifax exporters. We are not doing as large a business to day with the British West Indies as we did some years ago, and further along in my argument I shall have occasion to show why this is so. At present, however, our exports of dried fish to the British West Indies and British Guiana are worth about \$1,250,000 a year. I estimate this from the statistics given in the Trade Returns, which show direct exports of \$811,827. The balance I estimate to be sent to New York, as our exports to New York show a total of \$540,000, much of which, I am informed, is resold to the West Indies. The total value of Canada's dried fish exports in 1899 was \$2,737,000, of which the Province of Nova Scotia supplied \$2,345,000; and of this a little more than two-fifths went directly and indirectly to the British West Indies and British Guiana.

THE SUGAR INDUSTRY.

"I had not been longer among the business people of the West Indies than a few weeks

when I made up my mind that the successful extension of trade between Canada and the West Indies, particularly as regards fish, depends upon the prosperity of the sugar industry; but when I came to consider what Canada could do alone towards assisting the West Indies to put that industry on a sounder basis, I came to the conclusion that we could do but very little. The market for sugar and other West Indian products in Canada is,

UNFORTUNATELY, RESTRICTED,

and it will be many years before Canada is large enough and wealthy enough to consume all that the British West Indies can produce; so it became apparent to me that it was useless to hope for a speedy development of a large trade between Canada and the West Indies. But, as I thought more carefully, more deeply on the matter, it occurred to me that we might

HELP TO DEVELOP THIS TRADE

by assisting the West Indies to find a larger market, if we could not give them the larger market ourselves. And, recalling the important place that Canada now holds in the councils of the Empire, it began to impress itself upon my mind that Canada might be able to bring to bear some influence upon the Mother Country to induce her to take the necessary steps to provide a market among her consumers for the sugar which the West Indies can produce, and would be producing, were it not for the unfair competition of the bounty countries.

PREFERENTIAL TRADE

within the Empire would settle this difficulty at once, and if I could have my way I would make an arrangement whereby England would give the West Indies such a preference for her products as would insure them a market. In return for this the British West Indies would give a preference for the products of both Britain and her colonies. This would secure Canada the foodstuffs trade of the British West Indies. And, of course, as Canada should not expect to get something for nothing, she in turn would give a special preference to Great Britain."

Mr. Stewart dealt exhaustively with the history of the sugar in the West Indies during the last 200 years, and showed that out of a total of 8,321,733 tons of sugar (5,608,000 tons of beet and 2,700,000 tons of cane sugar) produced in the world in 1898-99, the British West Indies only contributed one thirty-fifth. "The cause of this," he declared, "is the iniquitous policy of the bounty system, which the British Government, whom we are all taught to regard with the utmost reverence, seems disposed to treat with indifference. Were it not for the United States, which

CAME TO THE RESCUE

in 1896 by enforcing countervailing duties on bounty fed sugars, the British West Indies would to day be hovering on the brink, if not already in the pit, of bankruptcy. Is it a position we should view with equanimity that one of the oldest and most loyal colonies of the Empire is now dependent upon the United States, and is asking the Mother Country in vain for that justice which it has from the hands of a foreign nation?

"We have practically lost our market in Porto Rico for our fish, and that of Cuba will soon follow. These, in themselves, mean \$800,000 of a deduction from our fish sales. The British West Indies should have fair play, and Canada, as the strongest colony in the Empire, should see that they get it."

TRADE OF THE LEEWARD ISLANDS.

Mr. Stewart pointed out that the Leeward Islands annually exported about 20,000 tons of sugar and 4,250 puncheons of molasses, of the total value of \$925,000, equal to a total value per head of \$13.26. The total area under cultivation in the Islands he estimated at about 35,000 acres, less than 1-13th of the total acreage of the Islands. The present method of sugar manufacture in the Leeward Islands is

MOST PRIMITIVE

and he had been informed that, with the vacuum process of manufacture, 15 to 20 per cent. more juice would be obtained from the cane.

The consumption of flour by the Leeward Islands is 37,000 barrels annually; of fish, 21,000 quintals; of lumber, 1,500,000 feet; of cheese, 40,000 lb., and of butter, 100,000 lb. He held that by increasing the production of the sugar crop the purchasing power of the Islands would be increased proportionately.

In Barbadoes, he said, the sugar production during the past 10 years had averaged 60,000 tons. The best year was in 1890 when 85,000 tons were produced. "I have been told by the planters," he added, "that although 90 per cent. of the cultivable land in Barbadoes is now under cultivation, that with the introduction of capital and new machinery, which will immediately follow a settlement of the sugar bounties, the Island can easily produce from 110,000 to 120,000 tons per year. So on through the different colonies of St. Lucia, St. Vincent, Trinidad, British Guiana and Jamaica, there is a possible output of 1,000,000 tons; and the same argument which I have made with regard to increasing the consumptive capacity of the Leeward Islands will, to a greater or less extent, hold good elsewhere."

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Speaking of the West Indian Islands in general, he said they bought from all sources 650,000 barrels of flour, valued at \$3,000,000; 2,750,000 lb. of butter, valued at \$11,560,000; 900,000 lb. of cheese, valued at \$110,000. The value of the lumber was \$800,000. The total imports of the British West Indies and British Guiana for the last fiscal year were \$32,000,000, and the total exports \$37,000,000. The total population of the British West Indies and British Guiana is 1,650,000, and the per capita imports about \$19.50.

Before taking his seat Mr. Stewart moved the following resolution :

Whereas the British West India Islands and British Guiana are very important markets for Canadian products, and whereas anything which retards the industrial progress of these countries is of serious consequence to Canada ;

Therefore, resolved that this convention is in entire sympathy with and cordially supports the

to be raised equal to the amount of the duty. The result has been that our refiners, instead of being able to use West Indian cane sugar, have been compelled to go into the European market and buy beet sugar is cheaper than the United States can afford to pay. The duty in the United States is that much higher than it is in Canada. You can understand that this works to our disadvantage.

"Just as long as these advantages are given to West Indian sugars by the United States, just as long as Great Britain does not put on countervailing duty, and just as long as Canada does not, just as long will we be handicapped in doing business with the West Indies.

NO SUGAR, NO FISH.

"Our not being able to take West Indian sugar means that they cannot take our fish."

25 per cent. of the duty. And, I think, with the preference of $33\frac{1}{3}$ per cent. we shall next year do a better trade with the British West Indies. At the same time, I do not think it will do very much. It will still allow a preference to be given to beet sugar.

RAW SUGAR USED BY CANADIAN REFINERIES.

"At one time the Canadian refineries used only one third of beet-root sugar. Then it was increased to one-half, until to-day they nearly altogether use beet-root sugar for refining purposes."

He referred to the bad effect of the bounty-fed sugar on the refining industry in Great Britain, and, while it was claimed that the jam industry there had greatly benefited as a result of the cheap sugar, yet he did not think it was fair that European countries should be encouraged to put large



Grand Pre Village, N.S.

representations made by British Guiana and the British West Indies to the Imperial Government in favor of countervailing duties on bounty-fed sugars.

Mr. A. E. Jones, Halifax, seconded the resolution. He said that, as the prosperity of the West India Islands depends a great deal upon the sugar industry, it followed that if there is to be any increase in our trade with them there must be an improvement in the condition of the industry. "The price of sugar," he continued, "has been unremunerative for a number of years, and its effect upon the industry in the West Indies has been felt in Nova Scotia. The United States, which are

OUR GREAT COMPETITORS

in the West Indies, saw at once their chance, and, while England stood aloof, they stepped in, and, by putting on countervailing duties, they caused the price of West Indian sugar

Mr. George Mitchell, M.P., quite agreed with what the previous speakers had said in regard to the importance of the West Indian trade. At any rate it could be made one of the most important. "However," he declared, "if an extension of the trade comes it must come largely from the Upper Provinces.

UPPER PROVINCES MUST HELP.

"Unless we get those in the Upper Provinces of Canada to take an intelligent interest in the West Indian trade we cannot expect an extension of trade. We want their cooperation."

He referred to the difficulties under which they, the business men of Halifax, had labored, and added: "It is useless to say that the Government has done nothing. It gave West Indian products a preference of

bounties on sugar, and thus destroy the sugar industry of the British West India Islands.

Mr. J. W. Blanchard, Windsor, N. S. : "Would political union of the West Indies with Canada, in your opinion, be beneficial?"

A COMMERCIAL TREATY WANTED.

Mr. Mitchell: "I am very much afraid that political union with the British West Indies is not feasible at present. I believe it would be a good thing if we could obtain a commercial treaty with the West Indies. That is what we want."

POSSIBILITIES FOR BUTTER AND CHEESE.

Mr. Clarence H. Dimock, Windsor: "What are the possibilities for trade with the British West Indies in butter and cheese?"



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Mr. I. C. Stewart, in reply to Mr. Dimock, said that he found that most of the cheese being sold in the West Indies came from New York, and that the cost of the cheese in New York was a little above the price at which similar cheese sold in Canada. The cheese was not as rich as Canadian cheese, but one difficulty with the latter was that it began to crumble after being opened up, while the cheese from the United States sliced nicely. With regard to butter, he said there was a large importation. A great deal of the butter they import comes from France. It is very yellow, is highly salted and comes in kegs. High-grade butter in 1-lb. tins comes from Denmark, France and Italy. "I do not," he said, "think there should be much difficulty in shipping Canadian butter to the British West Indies. In fact, one house in Halifax is already exporting fairly large quantities."

Speaking of the steamship service, he expressed the opinion that the service from Halifax and St. John was as good, if not better, than that from New York.

"The way to do business," concluded Mr. Stewart, "is this: We have got to take hold of the trade, study it out and make up our minds that perhaps for the first few years we will not make money."

The motion was then put and carried unanimously.

RECIPROCITY WITH TRINIDAD.

Mr. George Mitchell, M.P., introduced the following resolution, which, after being seconded by Mr. George E. Boak, was carried unanimously and without debate.

Whereas an offer was recently made by the Government of the Dominion of Canada to the Government of the Island of Trinidad, in the British West Indies, of a reciprocal commercial arrangement, which was declined by the Legislature of said island in favor of a provisional arrangement made with the Government of the United States of America, and

Whereas said provisional arrangement has since been cancelled, and the reopening of negotiations with the Government of Canada is again feasible;

Therefore, resolved that this convention, feeling that great benefit would result to the Maritime Provinces and to the Dominion of Canada generally by the consummation of such an arrangement as proposed, would strongly urge upon the Government of the Dominion of Canada the great importance of the matter, and expresses the hope that nothing shall be lacking on their part towards the bringing about of so desirable a matter.

DOMINION ATLANTIC CAR SERVICE.

Mr. J. W. Blanchard, Windsor, complained that manufacturers and others were put to a great deal of inconvenience through inability to get a proper supply of freight cars on the Dominion Atlantic railway. He knew of one manufacturer who had been anxiously waiting for cars since the spring,

and another had told him that he could use 200 cars if he could secure them. He explained that the resolution he had intended submitting was not ready, as he had not expected the subject to be brought up at as early a stage of the convention.

Dr. Black, Windsor, declared the shortage of freight cars on the Dominion Atlantic railway was a long-standing grievance with the farmers, manufacturers and merchants. "And there appears to be

NO REDRESS

whatever," he declared. "We thought that by bringing the matter to the attention of this board that the Dominion Atlantic railway might be induced to provide the necessary cars. I do not think there is anyone who wishes to be unreasonable in this matter. At times, when apples are being shipped, I think the public would be willing to put up with some inconvenience, but when shippers have to wait month after month for cars it gets to be pretty nearly unendurable. Of course, the Dominion Atlantic railway is the only line upon which they can depend.

THE MONEY OF THE PEOPLE

has gone into the D.A.R., and they naturally expect to have the necessary accommodation."

Mayor Yould, mechanical superintendent of the D.A.R.: "I admit there are times when there are some little delay, but I think the gentlemen who have introduced this subject have been misinformed. A good deal of the freight goes up to Montreal, and no other small railway like ours would dare to allow its cars to go long distances. With the number of cars we have, we have got to depend a great deal on the Government road, and the most of the delay spoken of is caused by the Government road not supplying sufficient cars. And then, in the 800 miles to Montreal, we are only allowed 32 miles of mileage. If we have got to supply more rolling stock we must ask for more despatch in the unloading of cars. But we have

ENOUGH ROLLING STOCK,

provided we get quick despatch. I can assure you that 25 per cent. of our freight cars are lying on the sidings waiting for something to do."

Mr. Yould stated that the D.A.R. had ordered more freight cars in order to increase the apple-carrying capacity of the line and also two new locomotives. Then, in Kentville, they were building six 30 ton cars.

Mr. Blanchard asked Mr. Yould why his company could not supply the 200 flat cars to which he referred.

Mr. Yould: "Where does he want to send the cars?"

Mr. Blanchard: "I cannot say."

Mr. Yould: "If it is to the I.C.R. we cannot send them."

DELAYS ON ENGLISH GOODS.

Mr. M. G. DeWolfe thought it was a serious matter, and he considered it would be well, therefore, to have the matter of the D.A.R., Mr. Gifkins, present, with a view of getting a statement from him. "I understand," he continued, "that it sometimes it takes as long as six days to bring goods from Halifax to Windsor. This is an important matter, especially when English goods were being brought in."

Mr. Blanchard: "It often takes five days."

Mr. Yould: "As far as English goods are concerned, I am not in a position to say anything." He moved that in the absence of the president of the D.A.R. further consideration of the questions under discussion be left over till the following day.

It was so decided.

RAILWAY FREIGHT RATES ON APPLES.

The subject was introduced by Mr. Peter Innes, president of the Kings County Board of Trade and also vice president of the Fruit Growers' Association of that county. In his introductory remarks he referred to the development of the apple-growing industry in Nova Scotia. "A few years ago the production of apples in this Province was very small; last year the production was 500,000 barrels."

He said the burden of his complaint was in regard to the classification. The classification was the same as it was when apples were considered to be a luxury. Apples were in the second class while flour was under the fifth and eighth classes, a classification which was ridiculous, and made a difference, roughly speaking, of 25 per cent. in the case of carriage.

The quantity of flour brought annually from Ontario into the Province was probably about 30,000 barrels, yet, for export alone, 375,000 barrels of apples were shipped from the Province besides which there were, he estimated, about 125,000 shipped over the railways for home consumption. The question therefore concerned an important industry.

The only way in which they hoped to get redress was to take the matter before the Railway Committee of the Dominion Government, and there ask that the classification on apples be made the same as that on flour.

It was eventually decided, at the request of some members, to defer further consideration of the question till Friday when it was expected that President Gifkins of the D. A. R. would be present.

MAIL SERVICE BETWEEN PARRSBORO' AND WOLFVILLE.

Mr. H. W. MacKenna, Parrsboro', said that what was desired was a daily steam-boat mail service between Parrsboro' and Wolfville. The distance between those places was only about 20 miles across the Minas Basin, and yet a letter posted in Parrsboro, could not reach Wolfville or any other place in Western Nova Scotia until two days later. It had, for example, to go to Halifax, where it remained over night, going on to its destination next day. In this way it took four days to get a reply. The population of Parrsboro' was only about 200, but the mail matter of 10,000 people passed through there. The matter was also important from the tourist standpoint.

The further consideration of this question was also deferred for a later session.

FRIDAY'S SESSION.

When the convention was called to order on Friday morning the attendance was small, smaller by a great deal than during any previous session, a number of the delegates having returned to their homes by the early trains. At the same time, however, a larger number of delegates were present than is usual on the last day of the convention.

Mr. Jarvis, St. John, stated that the subject of a permanent secretary would probably come up during the day, and, as he would shortly be leaving for home, he wished to say that the constitution provided for the appointment of a secretary. "The secretary for the ensuing year," he added, "has already been elected, so that you cannot appoint a permanent secretary for the present year."

MARINE INSURANCE RATES.

Mr. W. M. Jarvis, St. John, presented the following resolution:

Whereas, the rates of marine insurance in connection with the Maritime Province ports, as fixed by the British marine insurance, are higher than those from the Atlantic ports of the United States of America, and whereas, no such discriminating rates are enforced by United States marine insurance companies, and in the opinion of this board such higher rates are not justified by any disasters which have occurred in connection with Maritime Province ports;

Therefore resolved, that this board, feeling that such discrimination is regrettable, would respectfully request the committee of Lloyds to reconsider the rates charged on risks to or from Maritime Province ports with a view to the modification of the present rates, and that a copy of this resolution be certified by the president and secretary and be sent to the committee of Lloyds.

In speaking to his motion, Mr. Jarvis said the present discriminating rates were of recent origin, and applied to all Canadian Atlantic ports. He did not intend to say anything in regard to the St. Lawrence.

The people interested in that route could look after themselves. "We have, however," he declared, "to point out

THE VERY SMALL LOSS

there has been in connection with the Maritime Province ports, and leave our friends in the West to act for themselves."

He said that efforts had repeatedly been made to have the discriminating rates removed, but without success. "It is only by importuning like the widow we are told about in Scripture that we can hope to secure our rights," he declared.

The inspection of deck loads, he declared to be uncalled for, and as far as the Maritime Provinces were concerned, was unnecessary. The inspection was practically only done in the large ports, while most of the shipments of lumber in the Maritime Provinces were made largely from the small ports. In conclusion, he showed that the losses from steamers running from ports in the Maritime Provinces were practically nil. "And yet," he said, "our ports are being discriminated against in favor of United States ports."

The motion was seconded by Mr. Longard, Halifax.

LINE HAD TO BE DRAWN SOMEWHERE.

Mr. J. Edward DeWolfe, Halifax, said that when some time ago several gentlemen from the Maritime Provinces waited upon the secretary of the committee of Lloyds in London, to protest against the discriminating rates of insurance on the Atlantic coast of the Maritime Provinces, they had been told that the line had to be drawn somewhere, and it was drawn at the State of Maine. Mr. DeWolfe acknowledged that the shipping trade was small on the Atlantic coast of the Maritime Provinces, when compared with that on the Atlantic coast of the United States, yet, to double the insurance rates on steamers running from ports in the Maritime Provinces was beyond all reason.

"That it is unreasonable," he added, "is evident from the fact that marine insurance companies of the United States, who are on the spot, and know the condition of affairs, do not discriminate against the Maritime Province ports. We should keep up the agitation until lower rates are secured."

Mr. M. G. DeWolfe also urged that the agitation should be kept up until the discriminating rates were removed.

Senator Power suggested that a copy of the resolution should be forwarded to Lord Strathcona, the Canadian High Commissioner in London. "I know he is taking a great deal of interest in the question."

Someone suggested that a resolution be also sent to General J. W. Laurie, a member of the British House of Commons, who,

it will be remembered, at one time occupied a seat in the Canadian House of Commons.

After the two suggestions made had been embodied the resolution was carried unanimously.

MUNICIPAL OWNERSHIP OF ELECTRIC LIGHT PLANTS.

Secretary D. G. Smith moved the following resolution:

Resolved that the Maritime Board of Trade is of opinion that cities and towns should guard with great care franchises for the production of light, heat and power by electricity as applied to lighting, street railways, etc., retaining same under their own control wherever practical, in order that the public use thereof may be had cheaply, and householders' and other local users' requirements may be economically met.

In speaking to his motion, Mr. Smith said that with the reduced cost of electricity during the past 10 years he thought the time had come when municipalities, where feasible, should own their own electric plants for procuring light, heat and power. He contended that Glasgow, Scotland, was a striking evidence of the benefits to be derived from municipal ownership of electric lights. "If I have been rightly informed, he said," the electric system owned by the municipality of Glasgow has proved so profitable that the city is practically

FREE OF TAXATION.

Mr. M. G. DeWolfe said that municipal ownership of electric plants was a subject that had but one side to it, and he, therefore, had much pleasure in seconding the motion. Glasgow was certainly an example to the world. He thought that if there was any difficulty it might be in regard to small towns.

Mr. MacKenna, Parrsboro': "In reference to small towns, I might say that Parrsboro', which has a population of only about 200, established its own electric plant some three years ago. It has been very satisfactory. Our rates compare favorably with those in any other place. Domestic light is cheaper than in any other place that I know of, and our street lighting is very cheap. There was at first some opposition to the putting in of the plant, but the results have been so satisfactory that the opposition has disappeared."

Mr. J. E. DeWolfe, Halifax, said that he would like to have incorporated in the resolution a clause suggesting that where invested capital in private ownership of electric plants was concerned

ARBITRATORS SHOULD BE CALLED in to fix the compensation, if any, due.

Mr. M. G. DeWolfe, Kentville: "Although I shall vote for this resolution, I might say that I am a shareholder in our own local plant. But I believe in the principle that municipalities should own their own electric plant. He was glad,

however, to hear Mr. DeWolfe, of Halifax, suggest that the rights of private capital should be safeguarded by arbitration."

Senator Power said that municipal government in Canada and in the United States was not what it was in the Old Country. Consequently he had grave doubts as to whether it would be desirable that there should be a general operation of electric plants by municipalities. "I think, however,

THAT WHERE POSSIBLE

electric plants should be operated by municipalities," he explained. He thought that in the smaller towns and in villages the conditions were more favorable for municipal ownership of electric plants as there were opportunities for closer scrutiny of the administration.

Mr. Longard, Halifax, pointed out that a few years ago the municipal authorities of Winnipeg put in an electric plant and it had since then obtained power from the Legislature to purchase the plant at present owned by private capitalists.

The resolution was carried unanimously.

D A. R. QUESTION DISPOSED OF.

The question of the freight car service on the Dominion Atlantic railway traversed from the preceding day, was again taken up. Mr. Blanchard, who had introduced the subject said he was prepared to modify his resolution a little. He then submitted the following resolution:

Resolved that, whereas serious inconvenience has in the past been caused to the farmers, manufacturers, and other shippers by the lack of freight cars on the Dominion Atlantic Railway, that this board request the company to supply freight cars as speedily as possible.

The resolution as he originally drew it up called upon the D. A. R. "to speedily remedy the difficulty by the addition of more freight cars." The above resolution, it will be noted, merely asks the railway company to "supply freight cars as speedily as possible."

Senator Power referred to the delay caused by cars not being quickly unloaded, and considered it was a question which the Intercolonial would yet have to consider.

After Mayor Yould had spoken much along the same lines as on the previous day, the motion was put and carried.

HOTEL ACCOMMODATION AND TOURIST TRAVEL.

Mr. Frank C. Simson, Halifax, in introducing the subject of better hotel accommodation in relation to tourist travel, said he regretted that the gentleman, Mr. G. E. Faulkner, who was to have brought the matter up, was unfortunately absent. He read a letter from that gentleman, in which the opinion was expressed that the Commer-

cial Travelers' Association could probably do more than the Maritime Board of Trade in bringing about better hotel accommodation.

Continuing, Mr. Simson said: "I, myself, was identified with the hotel committee for many years, and I trust that some good work was done. The drawback we found in accomplishing anything was that the parties who had complaints to make would not take the trouble to put them in writing before the committee, although strict secrecy was promised, and then we would have had something to work upon. In this work we have never asked the hotelkeepers for any better than the ordinary rates, but rather looked for comfort, cleanliness, and sanitary conveniences. The Dominion Travelers' Association now makes the list of hotels for all Canada, but they appoint a hotel in every town, whether the hotel is worthy of patronage or not, which, in my opinion, is a mistake. The travelers' association would hail with pleasure the aid of the merchants in the towns, for they can do as much as the travelers themselves. There is no doubt that the increased tourist trade in the Maritime Provinces must be a boon to the merchant. The more attractive the local hotels can be made, the greater number they can attract. A matter, perhaps, equally important is that of good roads. No doubt, to the large number of tourists who bring their wheels with them, the comforts of moving about are most important. I desire to make this motion:

In view of the large number of visitors who are among us during the summer season, it is advisable that the members of the local boards of trade take particular interest in the condition of the hotels in their vicinity.

Mr. M. G. DeWolfe, Kentville, said that more tourists were coming to the Maritime Provinces every year, and they wanted better hotel accommodation. The Maritime Provinces were being referred to in the press a great deal for what they were doing to attract tourist travel, and he especially complimented MacLean's trade journals for the articles which they were from time to time publishing in regard to the question. "It was," he declared, "imperative that better hotel accommodation should be provided. The tourist trade is a valuable one," he said. "It is all cash and no credit." He suggested that the subject should be referred to the council of the Maritime Board instead of to a special committee."

Mr. Simson said he was quite willing to have the matter referred to the council.

Mr. I. C. Stewart was of opinion that the solution of the problem was larger hotels, and where large hotels could not be made to pay it would be a good thing to have comfortable homes among private

citizens to which tourists could be directed. Senator Power said he thought the question was one which scarcely comes within the province of the Maritime Board of Trade.

Mr. J. E. DeWolfe, Halifax, took exception to the remarks of Senator Power. In his opinion it was quite within the province of the Maritime Board of Trade to consider the hotel question in its connection with tourist travel. Tourist travel in the Maritime Provinces was a most important question and one which greatly concerned business men. In the State of Maine tourist travel was worth at the very least \$14,000,000 annually. The delegates present at the convention should return to their respective towns determined to make them attractive to tourist travel.

"Over 3,000 tourists," said Mr. DeWolfe "are arriving weekly at Yarmouth by steamer, 1,500 at Halifax by steamer, while at least 500 are coming in by train. Here you have at least 5,000 tourists who are coming into the Province of Nova Scotia alone every week during the tourist season. Some idea of how valuable this tourist travel is may be gathered when one considers that each tourist leaves at least an average of \$20 in the country."

Mr. M. G. DeWolfe urged continued agitation until the desired object was obtained.

The resolution was adopted and the secretary was instructed to send a copy thereof to every board of trade in the Maritime Provinces.

BETTER COUNTRY ROADS.

The question of ways and means to secure better country roads was introduced by Mr. Ralph S. Eaton, of the Kings County Board of Trade, who presented the following resolution:

Whereas it is recognized very generally that a decided improvement is needed in the condition of our public roads,

Whereas the present system of repairing and maintaining our roads under the direction of surveyors of small districts who are appointed annually, who, as a rule, have little knowledge of the best principles of roadmaking, who are usually unable to use to the best advantage the statute labor represented by the district, and are unfamiliar with the need and use of new road machinery.

Therefore, resolved that in the opinion of this board it is desirable that the public roads throughout the Maritime Provinces should be supervised by a competent permanent officer, who shall have the responsibility for the roads throughout a larger district, such as a county.

The resolution was seconded by Mr. J. W. Hubbard and carried.

MAIL SERVICE BETWEEN ST. JOHN AND DIGBY.

Mr. Percy Bentley, Middleton, presented the following resolution:

Whereas, the present postal and passenger service between Digby and St. John is deemed inade-

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quate to the requirements of the business people of western Nova Scotia and of the traveling public ;

And whereas, it is the opinion of this board that a daily service throughout the year, with close connections with the C.P.R. trains, would prove a great benefit to all concerned :

Therefore resolved, that this Maritime Board of Trade present a memorial to the Federal Government praying that a sufficient increase of subsidy be granted to enable the present company to establish a daily mail and passenger service throughout the year between St. John and Digby, with close connections at each of said ports.

Speaking in support of his motion, Mr. Bentley explained that during four months of the year the Prince Rupert made daily trips between St. John, N.B., and Digby, N.S., and during the balance of the year three trips weekly. During the eight months of the year when the steamer only made three trips weekly a great deal of delay was caused in the transmission of the mail, an important matter to business men. The only way to get the desired daily service

caused the resolution last year to be withdrawn."

Mr. J. DeWolfe : "Before we can intelligently vote on this question we should have some statistics to show whether traffic warrants a daily service."

Mr. Bentley said that while the St. John delegates had, last year, influenced the withdrawal of the resolution similar to that then before the convention, Mr. Jarvis, of St. John, would have, this year, seconded his motion had he not been compelled to return home. As far as statistics regarding the traffic were concerned, the Dominion Atlantic railway had reasons for not desiring, at present, to give them publicity.

Mayor Yould said that a steamer must carry freight as well as passengers. "Let us," he said, "ask for a freight service before we ask for a passenger service. In saying this I am not speaking as an official

Mr. Bentley pointed out that not only did the want of a daily winter service cause delay in the transmission of the mails, but inconvenience was caused in the delivery and receipt of freight.

Senator Power regretted an ~~antagonism~~ antagonism had sprung up. At the same time he did not think there was any real antagonism. "We should," he said, "deal with this matter in a business-like way, and to double the subsidy would mean to increase it to \$25,000. This, I think, it is unreasonable to ask the Government to do. The Midland railway will soon be open and when it is, the people in the western part of Nova Scotia will receive their mail just as regularly as those in the eastern part."

Mayor Yould suggested that Mr. Bentley, in view of the opposition which had



Main Street, Kentville, Looking West.

was for the Dominion Government to increase the subsidy to the Prince Rupert, the Dominion Atlantic Railway Co.'s steamer.

Mr. M. G. DeWolfe, in seconding the resolution, said the subject had been considered at the last annual meeting of the board, but action had been deferred at the suggestion of the representatives of the St. John Board of Trade. "It is not a local matter," said Mr. DeWolfe, "and I am glad to see the Middleton board take it up. I think a strong resolution should be sent to the Federal Government."

Mr. P. Innes : "I would like to draw the attention of the meeting to the fact that a daily service all the year around would mean a large increase in the subsidy. The subsidy will have to be, at least, doubled. That will mean a subsidy of \$25,000. At present it is \$12,500 annually. The fact that the subsidy would have to be doubled was what

of the D.A.R., but as a member of this board." He said it undoubtedly caused a great deal of inconvenience and loss of time when passengers had to go around by the Intercolonial instead of crossing over the Bay of Fundy to western Nova Scotia from St. John to Digby. He suggested that Mr. Bentley amend his motion to ask for a daily freight service. He declared that the D.A.R. was not anxious to run a daily steamer in the winter unless with an additional subsidy.

Mr. H. W. MacKenna, Parrsboro', contended that the question under discussion was on a par with that of the West Indian trade question. All parts of the country were not directly interested, and yet what concerned one really concerned all. He deprecated, therefore, the apathy of the eastern part of the Province to the needs of the Annapolis Valley.

developed, should withdraw his resolution. "The best ends will be served by withdrawing it," he exclaimed.

Col. Chipman suggested that the representatives in the Dominion Parliament of the constituencies interested be requested to investigate the subject. If they could make out a good case all right, but was not proper to bring the matter before the convention without furnishing statistics regarding the traffic across the Bay of Fundy.

Mr. Bentley eventually withdrew his resolution.

RATE OF FREIGHT ON APPLES.

Mr. Innes introduced the subject of the freight rate on apples, which had been deferred from the previous day. He read the following resolution :

Whereas, the freight classification of apples by the railways in Canada was fixed at a time when

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the crop was small and prices ruled high, and whereas, the production of apples has become the great staple production of western Nova Scotia, the crop now amounting to 500,000 barrels a year, of which 375,000 barrels were exported last year, and whereas, the freight classification has to be submitted to and approved of by the Governor-General-in-Council;

Therefore be it resolved, that the Maritime Board of Trade, recognizing the altered circumstances to our farmers and apple-growers of the present classification under which apples in barrels are classified in less quantities than carloads as third class and in carloads as fifth class, while flour, the staple product of the western Provinces, is classified as fourth and eighth classes, ask the Government to have apples classified the same as flour.

Mr. Innes, in speaking to his resolution, said the burden of his complaint was in regard to the local freight rates. For export the shippers got special rates. It was important that the local freight rates should be reasonable, for there was a large quantity of apples grown in Nova Scotia which were not suitable for export, and, therefore, had to be consumed at home.

At present to carry apples to Halifax, distant from Kentville about 75 miles, in less than carlots, cost 27c. As the barrel cost 20c. and haulage 10., this meant a total cost of 57c., while the amount realized at Halifax would probably not be more than 75c. to \$1 per barrel, as a rule.

"If," he continued, "apples were put under the same classification as flour, the rate would be, say for 50 miles, 13c. per barrel, instead of 21c. for small lots, and per car \$16 instead of \$17; for 75-mile carriage, 17c. per barrel for small lots instead of 27c., and per car \$21 instead of \$22.

Mr. A. R. Munro, Westville, N. S., seconded the resolution.

Mayor Yould: "I most decidedly object to this question being brought up here. Why should the Maritime Board of Trade take this question up? It belongs to the fruit growers. We have nothing to show that the fruit growers, outside the mover of this resolution, have a grievance. Where are the fruit growers?"

Mr. Innes (pointing to himself): "I am here. I am vice-president of the Fruit Growers' Association of Kings county." (Laughter.) Continuing, he explained that last year he was deputed by the Fruit Growers' Association to go to St. John and bring the matter to the attention of the Maritime Board of Trade; also the matter of the appointment of a railway commission. "We have not got the railway commission," he continued, "and now we want this question of the classification of apples brought to the attention of the Railway Committee of the Dominion Cabinet. The Railway Committee could not interfere with freight rates, but it could with the classification."

Mayor Yould having expressed a desire that a vote should not be taken until the afternoon, when he expected that Mr. Gifkins, manager of the road, would be

present, Mr. Innes said he was willing to comply with the desire.

Mr. A. R. Munro, Westville, said he did not support the motion from the standpoint of a fruit grower, but from that of a consumer in Eastern Nova Scotia.

"We want to take your apples," he exclaimed, "but, on account of the high freight rates on Nova Scotian apples, we get our supply from Ontario."

Further discussion of the subject was deferred till the afternoon session.

DAILY MAIL SERVICE BETWEEN PARRSBORO' AND WOLFVILLE.

Mr. MacKenna, in bringing up the question of a daily mail service between Parrsboro' and Wolfville, stated that he had some time ago waited upon the member for Cumberland, and that gentlemen had promised to secure a subsidy for a steamer to carry the mails, but so far no subsidy had been granted. He did not believe, however, any difficulty would be experienced if an agitation for it were maintained. He felt sure that with a daily mail service there would be an increase in the volume of business between his part of the country and the Annapolis Valley, and tourist travel would be stimulated.

Senator Power: "I understand there is already a daily mail service between Parrsboro' and Kingsport."

Mr. MacKenna: "There is, but it is not satisfactory. Wolfville is the head centre of the tourist travel."

Mr. J. E. DeWolfe wanted to know what subsidy would be required.

Mr. MacKenna replied that only a small one would be required. Before taking his seat, Mr. MacKenna read the following resolution:

Whereas, the communication and mail service between the town of Parrsboro' and other points of the Province of Nova Scotia is insufficient for the fostering of the trade;

And whereas, the granting of a subsidy by the Dominion Government for the conveying of a daily mail service between the town of Parrsboro' and Wolfville, touching at Kingsport, across the Basin of Minas, would induce the Evangeline Navigation Co. to give a satisfactory service between the said places daily throughout the year.

And whereas, such a daily service would materially aid in promoting trade between the Cornwallis Valley and the city of Halifax with the town of Parrsboro', and also aid in the development of the tourist travel in the Maritime Provinces;

And whereas, the board of trade of the town of Parrsboro' has memorialized the Dominion Government, asking that a subsidy for the mail service be granted;

Resolved, that the Maritime Board of Trade hereby cooperate and support the efforts of the Parrsboro' board to secure the granting of the necessary subsidy by the Dominion Government to secure the said desired service, and that a copy of this resolution be forwarded to the Postmaster-General and representatives of Cumberland and Kings in the Parliament of Canada.

Mr. W. Rand, Canning, in seconding the motion, asserted that were the service in question in existence, a letter mailed in Parrsboro' could reach its destination in, say, Wolfville, 20 miles across the Minas Basin, in two hours, instead of two days as was now the case going via Halifax. As far as his memory served him, Mr. Gifkins, the general-manager of the Dominion Atlantic railway, had told him that a subsidy of \$900 or \$1,000 per annum would be sufficient to induce his company to provide a daily mail service.

The session adjourned at 12.30 p.m., and assembled again at 2 p.m.

Mayor Yould, resuming the debate on the Parrsboro'-Wolfville daily mail service, suggested that the motion be amended so that the D.A.R. be asked to carry the mails and leave the Government to work out the details.

The motion eventually passed as above.

THE FREIGHT RATE ON APPLES.

As will be gathered from the discussion of the apple freight question at previous sessions, some heat was developed. Since adjournment for dinner, however, it had all evaporated.

Mr. Innes' motion was then put and carried unanimously. Thus, after having put up a good fight for two years, Mr. Innes had secured the cooperation of the Maritime Board of Trade. And he was happy.

A PERMANENT SECRETARY.

At last year's convention in St. John, notice of motion was given by Mr. Teed, calling for the appointment of a permanent secretary for the board. Although Mr. Teed was not in attendance at the present convention, it was decided to take the subject into consideration.

Mr. P. Innes suggested that the question be delegated to the executive committee for consideration, a report to be submitted at the next annual convention. He moved to that effect.

Mr. Innes' motion prevailed, and the executive was instructed to report upon the matter at the next year's convention.

DOUBLE TRACK FOR THE I.C.R.

Senator Power submitted the following resolution:

That in the opinion of this convention it is desirable that the Government of Canada should at an early date take steps to double track the Inter-colonial railway between Halifax and Windsor Junction.

Mr. J. E. De Wolfe seconded the resolution, which was carried unanimously.

REFORM IN THE ASSOCIATION.

Mr. J. A. Chipman, Halifax, ventured the opinion that the association had reached a stage in its existence when certain reforms in procedure should take place. He deprecated first of all the election of the officers at the early stage in the convention. "As it is at present," he said, "the president who has the making of the arrangements for the convention retires on the first day and the incoming president has to carry on the work which he had no hand in preparing. The president who had the preparation of the work should preside till the close of the convention." Another direction in which he advocated reform was in regard to the social feature of the convention. Instead of having it near the beginning, as was the practice at present, he would have it at the very end of the convention.

President Loggie: "I already have before me a resolution dealing with this very subject. It has been moved by Mr. J. E. DeWolfe."

Mr. J. E. DeWolfe's resolution read as follows:

Whereas, the executive officers of this board, after having 12 months' experience, are better

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qualified to officiate during the annual meetings of said board than newly-elected officers;

Therefore resolved, that in future the election of officers take place on the last day of the annual session, instead of on the first day as has been the custom.

In speaking to his resolution, Mr. J. E. DeWolfe said there was nothing in it which conflicted with the constitution of the board and it could be dealt with without a notice of motion.

Senator Power declared that he could not see why the board could not then and there decree that newly-elected officers should not assume office till the close of the convention.

Secretary Smith pointed out that there was nothing in the constitution to prevent the resolution being adopted there and then. There was nothing in the constitution and by-laws specifying whether the election of officers should be held on the first or last day of the convention.

Mr. J. A. Chipman seconded the resolution, which was carried unanimously.

AN EXHIBITION QUESTION.

On the first day of the convention a letter was received from J. W. Bigelow, of Wolf-

Whereas, the Act of Incorporation of Boards of Trade, section 2, chapter 130 of the Revised Statutes of Canada does not permit of farmers becoming charter members of these boards, and requires a population of 2,500, and

Whereas, there is likely to be formed throughout these Maritime Provinces boards of trade for the various counties with members mostly engaged in agriculture, and

Whereas, many towns of less population than 2,500 may wish to form boards of trade and have them incorporated,

Therefore resolved that this board of trade deems it desirable that the law regarding the incorporation of boards of trade should be changed so as to permit those engaged in agriculture to become charter members of boards of trade, and to permit towns having a population of 1,500 to have their boards of trade incorporated, and

Further resolved that the secretary be instructed to forward copies of the foregoing resolution to the Ministers of Finance and Trade and Commerce.

Mr. Innes seconded the resolution.

Mr. M. G. DeWolfe believed in boards of trade in small villages, and held that a good live and useful board could be secured even with a possible membership of only five or six.

Mr. J. A. Chipman said he had had an experience of 30 years with boards of trade and did not favor small boards of trade.

Speaking in support of his motion, Mr. Eaton said that unless the Intercolonial and the Dominion Atlantic did as requested, such places in Eastern Nova Scotia as Moncton, Westville, Pictou and New Glasgow would get their fruit from Ontario.

Mr. P. Innes, in seconding the resolution, said he was surprised something had not been done before.

Col. Chipman sarcastically remarked that he supposed the railway managers would merely put the resolution in a pigeon hole, which would be the last of it.

Someone remarked that he did not think so, and then the motion was put and carried.

REPRESENTATIVES TO THE COUNCIL.

Secretary Smith complained that there was a good deal of laxity on the part of the affiliated boards of trade in regard to the election of representatives to the council of the Maritime. It was necessary that the affiliated boards should elect their representatives immediately after the convention of the Maritime Board. He read the following (clause 5) in support of his request:



A View of Kentville from Academy Hill.

ville, urging that steps be taken to induce the Dominion Government to arrange for a national exhibit at the Pan-American Congress to be held in Buffalo next year.

Secretary Smith, whose home is in Chatham, N.B., said he did not think the Government of New Brunswick would participate, its experience at Boston, where a Customs duty on the exhibits had not been refunded, having been so unsatisfactory.

After a brief discussion it was decided to allow the subject to drop.

THE ACT REGARDING BOARDS OF TRADE.

Mr. Ralph S. Eaton drew the attention of the board to the Act regarding the Incorporation of Boards of Trade. As at present constituted, farmers could not become chartered members of a board of trade. Furthermore, a village with a population of less than 2,500 could not organize a board of trade. He moved the following resolution:

"I think," he continued, "a board of trade in a town which has a population of less than 2,500 will lapse. Those of us who live in the larger towns know how difficult it is to keep a board of trade alive even there."

Ultimately Mr. Eaton's resolution was put and adopted.

LOCAL FREIGHT RATES ON APPLES.

Mr. Ralph S. Eaton submitted the following resolution:

Whereas, many towns in New Brunswick and Prince Edward Island and Eastern Nova Scotia are demanding a large and yearly increasing quantity of fruit as well as other merchandise from the fruit districts of Kings, Annapolis and other counties in Western Nova Scotia, whereas the local freight charges on the two lines of railway—the Dominion Atlantic and Intercolonial—supplying these towns retard very seriously the shipment of such fruit and merchandise, therefore resolved that in the opinion of this Maritime Board of Trade it is desirable that the said lines should give a through rate of freight, and further resolved that the secretary forward copies of this resolution to the managers of said railways for their early consideration.

There shall be a council composed of one member from each affiliated board, who shall be elected by their respective boards immediately after the annual meeting of the Maritime Board of Trade, five members of which shall form a quorum. The president, vice-president and secretary-treasurer of the Maritime Board shall be ex-officio members.

MINOR RESOLUTIONS.

On motion of Senator Power and Mr. J. E. DeWolfe, votes of thanks were tendered the Kentville and Kings County Boards of Trade, the press and the outgoing officers.

On motion of Mr. M. G. DeWolfe, Messrs. W. M. Jarvis, of St. John, and J. E. DeWolfe, of Halifax, were appointed auditors for the ensuing year.

President Loggie, Secretary Smith and Past President M. G. DeWolfe were appointed a committee to revise and publish forthwith the by-laws and constitution.

This closed the sixth annual convention of the Board of Trade of the Maritime Provinces.

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W. Marshall, Butcher, 104 Gladstone Ave., says—"Trading Stamps have built me up a fine trade."

R. B. Powell, Grocer, 440 Spadina Ave., says—"Trading Stamps are a very good means of getting trade. Keeps trade from going to Departmental Stores."

J. F. Cleary, Grocer, 409 College St., says—"I consider Trading Stamps to be the best means of drawing trade, encouraging the customers to pay Cash and also advertise my business. Have had them nearly three years."

Wm. Greaves, Grocer, 593 College St., says—"Trading Stamps are a good inducement for people to pay Cash."

A. Wright, Grocer, cor. Harbord and Robert Sts., says—"I think people are entitled to a discount for Cash, and the Trading Stamps are the best medium of giving same. Have had Stamps for over two years and am very well satisfied with the results."

F. W. Bastow, Grocer, cor. Brunswick and Ulster, says—"I think Trading Stamps keep trade from Departmental Stores, induces Cash trade and is a first class means of advertising."

Brown Bros., who have one of the largest Grocery Stores on Queen St., say—"Trading Stamps are all right. We will continue giving them, which mean they increase our business or we would not have them."

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MONTREAL AND TORONTO, SEPTEMBER, 1900.

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TRADE AFFECTED BY ALARMING REPORTS.

THERE is a feeling in some centres of trade that daily papers, from a laudable desire to give all the news, occasionally hurt trade.

This is particularly true of reports concerning diseases or other factors which affect the health of the community. A few cases of an alarming disease may take place, and more is made of the episode than is strictly in proportion to the importance of it. But all these things affect people who visit the cities on buying trips. For instance, if it is persistently stated that scarlet fever is epidemic, although there is no danger to the casual visitor, people at outside points get to think there is.

This also militates against tourist travel, which is always a valuable business factor in Canada during the Summer months.

No one wants the newspapers to suppress facts. But, on the other hand, it is reasonable to expect that they shall be

most careful not to overstate anything. We know that there is a feeling in the retail trade on this subject, and believe that if proper representations are made privately and in good faith to any responsible newspaper the protest will receive due support.

One of the most experienced and sagacious of retail merchants said to THE DRY GOODS REVIEW the other day: "This is a point of which too much should not be made, still I think it deserves attention, because retail trade feels the effect of alarmist reports which are not really entitled to raise any concern in the minds of visitors to the city." Our merchants, who are such good patrons of the newspapers, may have chats with the editors with confidence that their remarks will be well received.

WINDOW DRESSING.

WE are continually receiving letters from our readers with reference to the subject of window dressing, showing that there is a general desire to practise the most up-to-date methods in this branch of business. To such readers we would specially direct attention to the article on "Fall Preparations for Window Dressing," which appears in this issue, by Mr. Hollinsworth, the editor of the window dressing department.

The article will be found to convey in a plain and practical manner the most useful hints which a window-dresser requires. The directions are well condensed and must be gone over very carefully in order that inexperienced window artists may profit by them. We are often asked to recommend a book on window dressing. To those who want a work of this kind we would also strongly recommend the careful perusal each month of the articles that appear in this journal, and that the reader should paste them into a scrap book and keep them for future reference.

There is a great deal to learn in window dressing. It is not all discovered yet. Nor is it work which can be learned out of a book entirely. The best way is to practise it, and, with the directions which are given by Mr. Hollinsworth in each number of THE DRY GOODS REVIEW, we see no reason why even those who trim windows under great disadvantages should not learn within a reasonable time to become experts in this business.

We have not seen anywhere a more valuable and clearly expressed article on window dressing than the one in this number to which we call attention.

TRADE AND THE ELECTIONS.

"I have no time to attend to politics, being altogether too busy." This was the remark made by a leading business man in one of the large cities of Canada the other day.

It is a good sign, when all kinds of reports about the possibility of a general election in Canada during October are being given currency to, that our business men should not allow themselves to be drawn away too much from their duties.

Of course it is a matter of vast importance to the business interests to have good Government. Yet, it does not take a

man a month to make up his mind which candidate he will vote for. He can easily decide in a few days. If the country continues prosperous, and there is every indication that it will, business men will be better employed in pushing hard at their own occupation, leaving the politicians to fight it out amongst themselves.

We do not want in Canada to have our elections spread over such a long period of time as is the practice in the United States. There they give up months to what might be settled in as many weeks. Hardly any effect is produced in this country on trade during an election year. In the United States, however, they often feel a diminution in the volume of business, and a consequent shrinkage in prices.

We hope to see a good many merchants or persons with a knowledge of trade elected to the next Parliament, which has a number of very important business questions to deal with. Party issues are all very well, but, as every one in Canada depends upon agriculture or commerce for a living, questions bearing on these matters should take first place.

AUSTRALIANS VISIT CANADA.

The number of important Australian business men who have traveled through Canada during the last year or so is considerable. Mr. Brocksopp, of the firm of G. & R. Wills, of Adelaide, South Australia, one of the largest wholesale houses in Australia, passed through Canada last week on his way to England. In the short time at his disposal he visited several manufacturing places which make for the dry goods trade. There is no reason why a satisfactory trade between the Canadian Dominion and the Australian Commonwealth should not develop during the next five years, and personal visits here of large Australian buyers must prove a factor in the movement.

THE TRADE IN GINGHAMS.

The trade in Canadian gingham has now attained large proportions. One of the largest manufacturers of these goods, The Colored Cotton Co., did a considerable trade last year, and expect, from indications, to do an even larger one next year.

In consequence of this demand for gingham, a very wide and handsome range of these goods is being shown to the trade. New Jacquard looms have been put in the mills which make these goods, and the product of the looms is exceedingly satisfactory. They are using a large quantity of silk in order to produce silk effects, and, next season, it is the intention to show a line of dress goods in Jacquard effects.

It is understood that in future the gingham made by this company will be sold at fixed prices, and that an agreement is being entered into between the mills and wholesale trade generally to carry this out.

The new price list for Spring, covering over 20 different numbers, is the first result of this agreement, and the list will be found in another column.

EXPANSION OF THE READY-MADE CLOTHING INDUSTRY.

It is estimated that at least 1 000 machine operators could find employment in Montreal establishments that manufacture ready-to wear clothing. This is only a striking proof of the fact that the transference of the work of the home factory is still going on.

It is not so many years since clothing of any description made-up in a factory was abhorred. Our British conservatism would not allow us to think that the factory could make a good fit, or the sweat-shop turn out a healthy article.

Helped by improvements in the sanitary conditions of factories, and by increasing skill in the cutting of garments, our conservatism is fast wearing away, and the extensive manufacture of ready to wear clothing is branching out and expanding. There is no man now but wears a ready-made collar, or shirt, except probably the farmer, and even he is beginning to see the value of a 39c. shirt bought at the corner store.

Workingmen's suits of all kinds, including overalls, barbers' coats, bakers' coats and caps, are now all bought ready-made. Wholesale drygoodsmen tell us that manufacturing establishments, rather than retailers, are now the chief purchasers of cottonades and denims.

Particular and fastidious as the female sex proverbially are, the movement has gone more extensively into their clothing. It may be that it is a bargain-producer, and is thus popular with the ladies.

Be that as it may, there are few ladies now but buy their whitewear ready-made. Skirts and underskirts, shirt-waists and silk waists, good quality and poor, are all on the market ready to wear the moment purchased. And the movement is spreading.

As yet we are prone to think that a good article cannot be ready-made. Men of fashion would not buy ready-made dress suits in 99 cases out of 100; nor would he even buy a good suit of the sacque coat variety. Perfect fit is not assured in the article finished regardless of the particular physical features of the wearer. But the movement has successfully spread as far as semi ready clothing. And the best qualities of ladies' garments are bought ready-made. The science of fitting is winning its way.

And it seems reasonable that this movement should spread. The tendency of the day is towards centralization, consolidation and expansion. It means a saving of money and time. One can easily conceive how a concern that cuts off a thousand shirts at once can produce the finished article more cheaply than can the person who turns out only one or two at a time. The manufacturer can buy his goods more cheaply, can invest in machinery and can bring more skill into the business. This all means a vast saving in the cost of production. The most formidable objection to the pushing of this consolidation to the extreme is the difficulty of fitting the human body. It is small wonder then that many attempts are made to surmount this impediment. It is a movement that merits close attention.

EFFECTS OF TRUSTS ON BUSINESS.

IT is announced that the formation of trusts in the United States has reduced the dealings in industrial stocks on the speculative exchanges. In other words, their being less speculation and, thus, less dealings recorded, it is not as easy as it used to be to determine the future course of the markets.

This, no doubt, is inconvenient, but we cannot see that it is an irreparable injury to trade, since there must be other means by which we can gauge the market. If this were the only objection to the formation of combinations, the promoters would never have much to fear from the pressure of public opinion.

The real objection to trusts is that they combine to squeeze out competition and unduly raise prices. Once let alone, they would control the whole situation. They would control it in their own interest, and not in the interest of the general public. Consequently, they have to be watched, and interfered with, and legislated against, as fast as legislative bodies can be pushed into doing anything.

Yet, there is much to be said, in a general way, in favor of trusts as against unlimited competition. By means of the latter condition, the markets get panicky, prices are unduly depressed and the individual consumer gets to think he should be able to buy his goods for next to nothing. He forms an entirely erroneous impression of the cost of manufacture, and imagines that the wholesale man, who distributes the goods in bulk, and the retail merchant, who handles them in detail, are getting an enormous profit. The consumer gets into his head a notion that he ought to buy goods at factory prices, and that everyone who stands between him and the door of the mill is robbing him.

Of course, this is most unreasonable of him. The wholesaler and retailer are not paid too well for distributing the goods. But the trust gives him an insight into the cost of manufacture, and in fighting the trust the average individual joins in declaring war against all the other agencies by which commerce is carried on.

Yet another objection to trusts is that they use a protective tariff to gain their ends. There are just as many trusts under free trade as under protection. They are not the fruit of protection. But they are more dangerous under protection. It is better, therefore, to be without trusts as far as commercial conditions are concerned.

SPECIAL TAX ON DEPARTMENT STORES.

A law has been passed in Prussia legalizing special taxation of department stores by municipalities. The new Act divides these stores into four classes.

One class may sell groceries, foods, tobaccos, smokers' articles, apothecaries' supplies, colors, drugs and perfumery. Another class may sell dry goods of all kinds, bedding, furniture, carpets, curtains and all articles for interior household decoration. A third class may sell household, kitchen and garden utensils and implements, stoves, china, earthenware, upholstered furniture and materials pertaining thereto. The

fourth class may sell jewelry, bric-a-brac, books, music, bicycles, firearms, sporting goods, toys, sewing machines, and optical, medical, scientific or musical instruments. Any store handling more articles than are named in one class shall pay a special graduated tax, according to the total annual sales of the store, whenever the turnover exceeds \$95,000. This tax would be about \$1,000 on a turnover of \$100,000; about \$2,500 on a turnover of about \$150,000; about \$3,500 on a turnover of about \$200,000, and so on. The big stores are given six months in which to prepare for the new law. It does not go into force until January, 1901. There is much speculation in Prussia as to the effects and working of the Act. On another occasion, we shall give our readers further information about the matter.

MERCHANTS AND ASSESSMENT.

THE unfair assessments which merchants' stocks in Ontario are often subject to make the assessment question a very important one to them. The commission which the Ontario Government has just appointed is therefore a subject in which they are entitled to be consulted.

The members of the commission are all good men and will doubtless act from a high sense of duty, but there is a singular, and to our mind an unfortunate, omission in making no adequate representation from the mercantile interest itself. Judges, as men and public officials, are above reproach, but they have no special knowledge of assessment, and we doubt their utility on an assessment commission.

Besides that, it may well be considered whether such a commission should not be composed of men who have devoted time and attention to the question of assessment; in fact, of men who are more or less experts on the subject. A commission of this kind would, we submit, reach practical conclusions much more quickly than a number of worthy gentlemen sitting to hear evidence, the value of which they are often incompetent to weigh.

We have no system on which the taxation of property is based, and so far the idea of grasping a sound principle for the purpose of assessment never seems to have struck the people. It is also a mistake to suppose that the important matter coming before this commission is the growth of new taxable properties, like telephone franchises and street railway companies. These are really small matters compared with the wider principles of assessment as a whole.

It is with the latter which the commission ought to grapple and we doubt if much will be done for the present by the newly-constituted body.

NOTES.

That stocks are pretty heavy at the present time, especially in the wholesale trade, is hardly denied. Of course, they are going out fast, but at the same time it is probable that this has been a record season as far as large stocks are concerned. It is said, for example, that more than one house doing an extensive wholesale business has put on insurances ranging from \$800,000 to \$1,000,000.

There can be no doubt but that sometimes the big department stores give undoubted bargains. One concern lately advertised flannelettes at 3½c. a yard, while the mill price of the same stuff ranged from 4½ to 5c.

PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

By CHAS. F. JONES, New York.

An Eye to Small Expenses.

Watch the little expenses. Remember the old saying of "take care of the pennies and the dollars will take care of themselves."

These little things that do not seem to count very much are the very things which are eating up some stores. Stationery, twine and boxes all cost money, and wasting these articles will be a great expense in the long run, although the individual cost of each piece wasted may seem to be so infinitesimally small as to be of no consequence at the time. The salary account of the store ought to be watched very carefully. Having two office boys where one would answer the same purpose; having four clerks where three would answer the same purpose, will swell your pay-roll much beyond what you can afford.

Disposing of the Force.

Learn the secret of having only as much help as you can keep comfortably busy all the time. Learn to arrange the various

duties which your people have so as to use all their time. For instance, instead of standing behind the counters during the dull hours of the day, have them up in the stockrooms marking goods or doing such other duties as can be taken up during leisure moments.

A Salesman's Duty.

An intelligent salesman is one of the best trade helps that a store can have; a salesman that is not only polite and bright in

his way of presenting goods, but who can give real information about the article which he is selling when asked to do so. The most irritating answer that a salesman can give a customer, when asked a question, is to say, "I don't know." In ninety-nine cases out of a hundred the customer ought to reply: "Why don't you know? It is your business to know." Very often it is the salesman's fault that he does not know these things about his stock, but more often it is the fault of the buyer of the stock or the proprietor of the store. The one who buys the goods ought certainly to know all the interesting things about them, and, if he does, it is his duty to tell these things to the person who is to sell the goods. Buyers, as a rule, are either so wrapt up in themselves, or in their own knowledge, or are so ignorant themselves that they do not drill the salespeople as they should.

A customer comes in to buy a tool, and the salesman, in showing the tool, states that it is made of tempered steel. The customer then asks, "What is tempered steel?" It must be admitted at once that the salesman ought to be able to give an intelligent answer. If the salesman cannot answer questions of importance about his stock, how can he expect to inspire confidence in the customer, who, in many cases, is relying largely upon what he is told when he makes his purchases?

The Sales to Employees.

Large general stores sometimes do not consider what an immense amount of goods their own employees buy. A store with a hundred employees usually forgets that in their employees they have a hundred customers in perhaps a hundred families, if

they only see to it that their employees can be induced to patronize the establishment for which they work.

It will pay any store to be liberal with its employees and to do all that is possible to retain their good-will and friendship, and to show them that you are not only interested in their work which they have to perform for you, but also in every detail of their lives where you can help them. No matter whether you allow a discount of any sort to any other living person, you can well afford to allow a discount to your employees on the goods which they may wish to use personally. This discount need not apply any further than their personal wants nor the wants of those dependent upon them for support. If you do not offer to your employees some inducement more than the ordinary customer gets many of them will very likely do their trading at some other store. This looks very bad for you; the people will talk; the salespeople in other stores will talk. One salesperson will say to another: "I thought you clerked for Smith. Why are you buying your goods from Brown? Is it because Brown sells cheaper than your own employer?"

It is a bad reputation for your store to have, when many of your clerks buy their goods somewhere else.

The Kicker.

How many there are of this kind, and how diversified are the things about which he will kick! Do not be unreasonable, do not kick just for the fun of kicking, but when you have cause to kick stand up for your rights and kick hard.

In the first place, remember that everybody else has just as many rights as you have, and do not expect everyone to give up all their rights for you; but in the competition of to day the man who knows his rights and insists upon having them is the one that is going to succeed. The fellow who never kicks about anything and the fellow who kicks about everything are one as bad as the other. Kicking when you have no cause weakens the effects of your justifiable kick.

These remarks apply largely to a store's dealings with newspapers. Usually the newspapers are just as anxious to give the store what it deserves as the store is to get it; if they are not, then the store has a right to kick.

Remember, however, that the newspapermen are just as smart as you are and are better able to get back at you, if you attempt to impose upon them, than you are able to get back at them.

Let your business dealings with the newspapers or other mediums in which you advertise be just as business-like as your dealings with the men from whom you buy your other kinds of merchandise.

It is not fair to expect the newspaper to sell you advertising space at the lowest rate and then keep you supplied with transportation, theatre tickets and drinks whenever you want them. Some newspapers, I am sorry to say, attempt to do this, but in the long run you will get the worst of it if you do not watch out.

"Maritime" Wrappers

Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

We Want Your Order

FOR THE

20TH CENTURY.

THE . . .

Maritime Wrapper Co.

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Agencies in

Halifax, St. John, N.B.,
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THE EMPIRE CARPET CO.

We are ready with our new line of samples of Wool and Union Carpets and Art Squares for Spring 1901.

Our range of New Designs and Colorings is by far the most extensive and attractive we have ever brought out.

We guarantee all yarns used in our various grades **absolutely clean** and positively free from grease and mineral oil, thus insuring bright and effective colorings.

In all respects we invite the closest comparison of our line.

Our Travellers will be out early, and we confidently solicit an inspection of our samples by the keenest carpet buyers from Cape Breton to the Klondike.

Close personal and practical supervision is assured all orders.

THE . . .

EMPIRE CARPET CO.

ST. CATHARINES, ONT.

SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
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Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

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CARPETS, CURTAINS AND WALL PAPERS.

TRADE CONDITIONS IN THE UNITED STATES.

IN the carpet trade the usual midsummer lull now prevails, but there is considerable activity in the straw matting and Oriental rug lines, says The New York Carpet Trade Review. The matting situation remains unsettled, and shrewd buyers are placing orders early so as to avoid as much as possible the danger of being unable to replenish their stocks in due season.

The indications of a large demand for Oriental rugs have become still more apparent since our last issue, and the domestic manufacturers of wilton, axminster, brussels, moquette and velvet rugs, especially carpet sizes, and art squares, also report, as a rule, a satisfactory business. All the large manufacturers of Smyrna rugs and carpets say that the demand for their product has been good. The complaints of dull business in this line of trade seem to come entirely from the small concerns, especially makers of low grades.

THE SPRING STYLES.

Said a carpet man to THE REVIEW: "For Spring styles in carpets the large or very small patterns will not be much used. The popular patterns and designs for Spring sales are all of a medium size. Designs are of all natures, Indian, Persian, sixteenth century, Roman, etc., all promising to have equally good sales.

"The coming colors and color combinations are more beautiful than ever. More care has been paid, especially to the harmonizing of colors that heretofore, if one is to judge by results. Green is one of the most predominating colors of all. It is found in the great majority of patterns, and in all shades. Reds, delft blues and soft greens will probably be the reigning colors of the season."

A NEW YORK WINDOW IDEA.

On one of the hottest days of last week the window-dresser of a large Broadway house made a display which was a gratefully cooling sight to the perspiring passerby. One window was devoted entirely to a display of olive green denim. Portieres and curtains, with Empire designs, in white embroidery formed the background. A green willow lounge covered with the denim was piled with cushions in keeping. A three fold screen and table covers, couch covers, etc., all in green denim, with white decorations, completed the show, and illustrated the many admirable uses to which a moderate-priced fabric can be adapted as well in city as in country houses. In another window a similar exhibition was made, the color scheme in this instance being blue and white.—New York Carpet and Upholstery Trade Review.

UNITED STATES DECISION ON MATTINGS.

Within the past few weeks an important case was decided by the Board of General Appraisers, touching the subject of duties on matting, which was of decided importance to the large number of small importers on the Pacific Coast who do not visit the Eastern markets, but have their goods purchased for them in Japan and China by agents. The appraiser at Portland, Ore., held that the 5 per cent. commission which

was charged by the purchasing agent in Japan or China should be added to the cost of the goods in fixing the rate of duty in America.

While this did not make the surface appear to amount to very much, as a matter of fact, it was sufficient in most cases to place

the matting under another classification and increase the duty to such an extent that the little dealers would be almost frozen out.

The tariff levied on matting which does not cost over 10c. per yard is 3c. per square yard, amounting to \$1.20 per roll on rolls of 40 yards (which is the usual length).

If the commission charges of the purchasing agent were added to the cost of the matting, it would make the cost amount to over 10c. a yard, and, on goods of this class, the duty demanded was 7c. per yard, and 25 per cent. ad valorem, an increase of \$2.65 a roll.

The dealers fought the matter hard, taking the case from the local appraiser to the general appraiser, and from thence to the Board of General Appraisers, who reversed all former decisions, and decided that the commission paid the purchasing agent in the East was a non-dutiable charge.—The American Carpet and Upholstery Journal.

THE ENGLISH CARPET TRADE.

Kidderminster advices to The Textile Mercury, August 18, say: "The holiday influence is very plain in the carpet and yarn trades. Looms are busy trying patterns, buyers are on holidays, and travelers are at home. Still, there is enough business coming in to prevent anything like stagnation. The spinning trade is quiet, without much yarn going into consumption. Some little business has been offering from both local and foreign markets, but much of it is at impossible prices. Prices of carpet yarns have dropped to a low level again, especially the lower makes of two-folds, but there is now a distinct bottom to the market, and spinners will not accept contracts except at such advances as will cover the increased cost of wool and of spinning expenses."

VISITORS TO THE EXHIBITION.

When our readers are making their rounds among the manufacturing and wholesale houses, it would probably be greatly to their interest to drop in at No. 71 Bay street and see what Messrs. Geo. H. Hees Son & Co. have to offer. They are the leading manufacturers of window shades, curtain poles, and upholstery goods, such as furniture coverings, draperies, portieres, curtains, table covers, and the many lines in this class of goods. Their recent importations include the pick of the European market, besides the large assortment they are manufacturing at their new upholstery plant in Valleyfield. Undoubtedly they can justly claim to be the "Lace curtain headquarters in Canada," for they have recently put in stock over 80,000 pairs, and say they are making great inducements to the trade to help them unload these bulky goods. No. 71 Bay street is convenient, and the trade will receive a cordial welcome there.

INDICATIONS OF A BIG FALL BUSINESS.

At no time in the history of Canada have indications pointed to a more prosperous trade than will be experienced this Fall. The average crops—except in Manitoba—have never before been so good, and, even in that Province, crops

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



Important Notice:

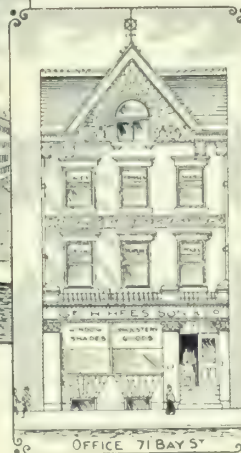
The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstery plant at that place.

The trade in the vicinity of Montreal is invited to visit our new sample rooms and warehouse, No. 43 St. Sacramento Street, where a good stock and a full display of our goods can be seen.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.



OUR FACTORIES TORONTO, ONT.
VALLEYFIELD, P.Q.
DETROIT, U.S.A.



KINDLY allow our travellers when calling on you to exhibit our New Samples of

LACE CURTAINS and NETS,
FURNITURE COVERINGS,
TAPESTRY CURTAINS and
" TABLE COVERS,
CHENILLE CURTAINS and
" TABLE COVERS,
UPHOLSTERY and DECORATIVE FABRICS,
SASH CURTAINS and
UPHOLSTERY SUPPLIES,
LINEN VELOUR CURTAINS and
PIECE GOODS.

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO.,

WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

See our new
Illustrated Catalogue.

SPECIAL ATTENTION GIVEN TO MAIL
ORDERS AND INQUIRIES FOR ESTIMATES,
ETC.

71 Bay Street, TORONTO.

CARPETS AND CURTAINS—Continued.

are turning out much better than at first predicted, while the higher prices will put more money in their purses than in many years of big crops and low prices. There is employment for everybody who wants to work, and at good wages, too, so there will be more money floating and more demand for goods. The courageous merchant will be governed by these circumstances and be prepared to meet the requirements. Manufacturers have anticipated the situation, but none more so than Geo. H. Hees, Son & Co., who have manufactured and imported more goods than ever before in the history of their business. Their big stock of upholstery goods, some of which they import and some they manufacture at their plant at Valleyfield, comprises the newest and most attractive goods in their line, while their lace curtains, window shades, etc., embrace the best that's to be had. Give Geo. H. Hees, Son & Co. a chance to show you how it is to your advantage to buy of them.

PRACTICAL SUGGESTION RE TECHNICAL TRAINING.

Editor DRY GOODS REVIEW :

SIR,—Representing in a very large and extensive way the textile interests of this country, I choose your journal to put before this class of manufacturers a subject for their consideration which should receive considerable attention if our industries are to push forward to the front rank of renown among the manufacturers of fabrics of the world.

We are, in Canada, extensively engaged in cotton and wool weaving, a little in the worsted line, a little in jute, hardly worth mentioning in silk, and the linen is mostly home-made.

Were these industries given a means whereby they could readily find expert assistants, there is no reason to doubt they would make great strides forward.

It is, therefore, suggested that textile manufacturers of all kinds should take some measures to establish properly equipped technical schools to teach the methods of carding, spinning, dyeing, weaving, finishing; knowledge and values of fibres and filaments; designing, etc., and, in fact, all that goes to the production of textiles.

These schools should be under the charge of the Government, but the management should be drawn from among practical men who understand what they are doing. Probably many manufacturers would contribute part of the necessary machinery, I am prepared to give a Jacquard loom and a Cop winder.

Of course, mechanical drawing, the use of tools and loom construction, would have to be included in the curriculum.

As students are learning a competent trade, placing them in a higher grade than a smith or a mechanic, it might be quite within reason to exact an annual fee for attendance, more particularly as power would have to be paid for, and also the raw material that is to be worked up.

The product of the schools could always be sold, and, though the beginners may spoil some material, there is no doubt that the value of most would compensate for a good deal of the outlay on it.

If any readers of this are interested, and will take an interest in the matter, I will be glad to hear from them.

I might say I have not thought out as yet any manner of procedure or method of conducting the schools, but, if it receives the attention I hope for it, there will be no difficulty in soon having textile schools established in several districts.

Yours truly,

JAMES P. MURRAY,

September 1, 1900.

Toronto Carpet Mfg. Co.

A SUCCESSFUL MAN'S CAREER.

How Mr. Robert Muir, of Montreal, made a Million
by Shrewdness and Caution.

NEWSPAPER readers will remember an item that appeared in the papers a few weeks ago, giving a detailed account of the distribution of the estate of Mr. Robert Muir, who was at one time a merchant in Montreal, but who died a year ago at Wimbledon, Surrey county, England. Although Mr. Muir had lived in England the last 18 years, and had passed out of the ken of most of the present generation of drygoodsmen, yet there are many, particularly in Montreal, who remember him as one of our early successful business men. At his death he left an estate valued at something over \$900,000, most of which was invested in Canadian stocks.

The firm with which he was connected was W. & R. Muir. Their business was established first by Mr. William Muir, who came out from England to Montreal about 50 years ago and opened up a dry goods warehouse on St. Paul street. Later, he brought his brother Robert out to him and a partnership under the style W. & R. Muir was formed. The senior member of the firm died about 40 years ago, and the business was continued under the old title by Mr. Robert Muir. He moved into a warehouse on McGill street, where he did business till 1872.

The foundation of his fortune was laid during the prosperous times that prevailed in Canada 1862-66, when our Southern neighbors were trying to settle a trouble that is yet unsettled. During those few years, of course, a Canadian drygoodsman fairly coined money; many new houses opened out in business, and those who were established previously expanded their trade. Mr. Robert Muir confined himself to his former field and here showed his wisdom. He never did an extremely large business, and was content with the amount of his turnover. Cotton rose in price from 7d. to 2s. 3d. per lb., but the inflation in price did not lead him into wild schemes and bring him into the general catastrophe that followed a few years later; he maintained his old business, and salted down the profits. After the war, before the times of depression came, he withdrew from business, invested his profits in secure and rising American stocks and doubled his capital. He again withdrew and returned to Canadian stocks, where his wealth has since remained.

Personally, he was a man who was highly respected in the social and business circles in which he moved. He always refused to embark in any scheme that savored of a wild-cat nature, and his opinion was always highly regarded. He preferred solidity to bullish inflation, and his policy won, as it generally did. His friends, and there are still quite a number in Montreal, tell us that his sense of honor was admirable and that there were those in Canada who read of his death with profound regret.

Aside from the legacies to members of the family and other relatives in the United Kingdom, lawyer Robert A. Ramsay's children, of Montreal, were given £100 each by his will, and £200 goes to the Montreal General Hospital. Each of the daughters of David Shaw, of Longueuil, Que., is given £100.

The Perth Town Council has taken drastic measures in dealing with hawkers and peddlers occasionally doing business there. The fees to be charged traveling salesmen, are: With horse and cart or wagon, license per year, \$50; with pushcart, per year, \$30; on foot, per year, \$15.

WALL PAPERS

PLEASURE AND PROFIT

IS THE RESULT
OF HANDLINGTHE WATSON, FOSTER CO.'S
LIMITED
LINE OF WALL PAPERS.

EVEN THE CHEAPEST GOODS ARE
DAINTY AND ATTRACTIVE. THE
DESIGNS, COLORINGS AND ❧ ❧ ❧
DECORATIVE EFFECTS OF MEDIUM
AND BETTER GRADES ARE THE
MOST BEAUTIFUL WE HAVE PRO-
DUCED AND MUST BE SEEN TO BE
APPRECIATED. ❧ ❧ THE INGRAIN
FRIEZES ARE SUPERB. ❧ ❧ ❧ ❧

WE HAVE EVERYTHING YOU NEED
IN WALL PAPER AND NOTHING
WHICH HAS NOT MERIT. ❧ ❧ ❧

IF YOU ARE INTERESTED WAIT
TILL ONE OF OUR MEN CALLS,
OR CORRESPOND WITH ❧ ❧ ❧ ❧

THE WATSON, FOSTER Co.
LIMITED

MONTREAL, September, 1900.

The Moss Rose Mfg. Co. Of Philadelphia.

HIGH-GLASS

**Tapestry
Curtains and Covers,
Couch Covers,
Draperies** by the yard

Plain or mercerized. Superb designs and colorings.
Tasty effects. New weaves.

Every leading dry goods house should have them.

CANADIAN REPRESENTATIVE

H. H. BURROWS,

Proprietor of Royal Carpet Co., Guelph, Ont.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

**CHENILLE CURTAINS
AND
TABLE COVERS**

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

THREE STRONG ARGUMENTS

— IN FAVOR OF —

“Perfection Brand.”

EXCLUSIVE DESIGNS. ALL GOODS GUARANTEED. PRICES LOWEST.

GIVE OUR LINES A TRIAL.

Comforters—WOOL
COTTON
DOWN Largest assortment in Canada.

Cushions—WHITE CAMBRIC
SATEEN
SILK
SATIN All styles and sizes and
for every purpose.

Bed Pillows—ALL FEATHER Guaranteed odorless
and free from quills.

To those who have not handled our goods we say : “Try us once and you will always come back.”

Canada Fibre Co., Limited Montreal

Manufacturers of Down, Cotton and Wool Comforters, Tea Cosies,
and Bed Pillows of every description.

W. TAYLOR BAILEY

MANUFACTURER OF

Hand-Made Opaque Shade Cloth.

Mounted Shades

PLAIN, DECORATED, FRINGED,
LACED AND LACE AND INSERTION.

OUR PATTERNS ARE ALL EXCLUSIVE DESIGNS.

Special attention given to estimates for

STORE SHADES

UPHOLSTERY SUPPLIES

DRAPERY FABRICS AND BRASS GOODS

Our looms in Montreal are now producing a new weave of

COTTON TAPESTRY.

COTTON DAMASKS A SPECIALTY.

MAIL ORDERS SOLICITED.

27-29 Victoria Square - MONTREAL.

The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS,
and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

FALL PREPARATIONS.

DURING the month of September Fall Opening displays predominate. All new Fall goods are being opened up for show. This is the month when the window-trimmer can show his ability. Competition is pretty keen at this time, and the ladies are waiting to purchase their new hats, dresses, cloaks, furs, etc. They are holding back from purchasing until they see the window displays of new goods.

The windows must now be the chief factors in introducing to the public the Fall styles. The trimmer should carefully study out his opening displays before getting to work at them. New goods displays require careful handling, neat, tidy arrangement and every attention given to little details so as to make the goods show up to the very best possible advantage.

Customers at this season will be seen going from the windows of one store to those of another before making up their minds at which house they are going to purchase, and the stores that have the neatest windows are the places that are going to get the preference and sell the goods.

Backgrounds must be arranged so that every article can be thrown into prominence by them.

Above all things: "Don't crowd the displays." There is a general tendency when there is a rush of new goods into the store to jam the windows up with everything. This is bad policy. Take one line at a time. Arrange it carefully, give a couple of days' showing, and then change it to some other line.

Show very few goods at a time, and change often. Instead of filling the window up with a whole mass of goods at once, which does not make an impression and only confuses the eye, why not use the same quantity of goods and make five or six displays? In this way every garment is shown to advantage, and customers seeing the change every day or so are given the impression that your range of goods is well assorted and extensive.

Some reader may think: "Oh, well, that is all very well and practical for stores that have eight or ten windows, but what is the merchant that has only one large window or only a couple of small ones to do? There are 25 different lines of new goods that require immediate showing, and if not all shown right away are going to remain unsold."

My answer to this is: "If good judgment is used, and the goods show properly in the windows and the interiors, and if they are stylish, up-to-date goods, marked at the right prices, there is no excuse for them remaining unsold."

Supposing you have only one large window in which to introduce the new goods, instead of crowding it up with everything, why not try it this way:

Say this is Monday morning. Take out your present window display, have the glass thoroughly washed inside and

out, and all the interior cleaned to perfection. Then take a few mantle forms (as many as the window will allow without crowding), and on each arrange one of the choicest new coats, giving every detail attention, such as the hang of the sleeve, etc. Take a few pairs of white curtains (rich, heavy borders or design), hang them nicely up at the back of the window, and over the top drape a rich upholstering plush or silk or rich drape. If you have a large mirror or two arrange them on easels or in some position so as to reflect the back of the coats shown. Get a couple of rich rugs or one large one from the carpet department and cover over the window floor, place a form here and there with at least two feet space between each. See that every garment is placed in such a position that it shows up its finest points to the observer on the outside. Raise the blinds and take a look from the outside and satisfy yourself that they cannot be changed into a position that would improve them. Place a large card in centre of display, calling attention to the first showing of new Fall mantles.

Now leave this in for, say, two days. In the meantime you can think out a design for a background that will show up your new dress goods which are to be shown on Wednesday. Have it all figured out in your mind's eye, and, if possible, have it made in sections, or have it all ready to put up in as little time as possible, as every hour means dollars. Right here it might be stated that the arrangement of background is just as important as the arranging of the goods, and especially in opening displays. The main object in the background is to throw the goods displayed into prominence. They should be elaborate (not gaudy or trashy-looking) and the colors must be in perfect harmony with the colors of goods shown.

To come back to the trim suggested, say Wednesday is here. Out come the mantles. The background is changed, and a few of the prettiest dress-ropes are draped artistically on forms or stands. Now, in this display, there is a chance for a combination. In the spaces between the dress forms place a nickel hat-stand and on each place a neat trimmed hat or bonnet.

If you don't keep millinery place on them a pair of kid gloves, a belt, a lace handkerchief, a fancy collar, or something that would complete the costume. While it would be much better to have just the dress goods alone yet (we have only the one window), these combinations are not confusing and have their good suggestions.

Well, we'll leave this in until Saturday night, until about closing time, and as there are few goods in the window it can be taken out and the goods folded up in a very short time.

Monday morning comes and the window may, or may not, require a cleaning on the inside, but a cleaning on the outside is necessary. It can't have too many cleanings.

Well, this morning we have to make another showing of new goods. The background being quite new and effective, does not require changing, as it will come in splendidly, with perhaps the addition of a mirror or a drape for our displays to follow, of millinery, silks, black dress goods, etc., before it

HAVE YOU TRIED—

The  Garments?

Costumes, Skirts, Waists, Wrappers,
Eiderdown Dressing Jackets and Gowns.

THEY ARE ALL SELLERS.

Costumes \$6.50 to \$35.00.

Waists 75c. to \$13.50 each.

You want a garment
the cut and finish of
which will cause people
to ask for same next
season. These are the
garments.



NO. 976.

Fine Cheviot—Taffeta Silk Trimmed
—Coat Silk Lined.

To Retail \$22.50.



NO. 947.

Fine Box Cloth—newest Flounced
Skirt, Appliqued Black Taffeta Silk
—Coat Silk Lined.

To Retail \$35.00.

BOULTER & STEWART

Manufacturers

13 Front Street West, TORONTO.

WINDOW DECORATING—Continued.

requires changing. Each of these displays should only be left in 2, 3 or 4 days, according to their results in sales.

Large cards appropriately worded must not be left out of every Fall display. Price tickets should be freely used also with discretion.

After the above-named goods have had a show and another background has been arranged, if you have your new furs in and have sufficient to make a display, now is the time to make it.



Design for a Millinery Window.

Many merchants think it unwise to show furs until after the first snowstorm. Here's a big mistake. Hundreds of fur garments can be sold by a showing in the month of September, even when it is still quite warm. Stylish dressers, especially the well-to-do class of people, always like to get first choice and generally like to buy before the finest furs are picked up.

After you have made an individual display of furs, dress-goods, millinery, etc., it is again time to show a few more mantles. In this second showing, a few furs could be shown in combination, care being taken not to have one placed in such a way as to conflict with the other. It is always better to place the fur, boas, collars, etc., on a nickel stand between the forms instead of laying them on the mantles. In many cases a fur collar placed on a coat to show it up might result in the sale of the collar but spoil the sale of the coat, as it hid the lapels or the cut of collar of the coat. Therefore, I think it better to place them on stands between the forms. If the rule that I suggest is borne in mind, viz., "a few things neatly shown and shown often" I know from experience that it is the wisest way.

Blankets and comforters and similar articles that will be required by the housewife in a short while should be given a showing during this month. Many sales can be effected through early display of such goods.

I would advise those interested in window trimming to file all their numbers of THE DRY GOODS REVIEW so that the illustrations to be found in these columns (of window trims) may be referred to for ideas in getting up future displays. Many an idea is thrown aside that if kept and referred to later on would help to make the way easy for some puzzled trimmer looking for an idea.

THE REVIEW'S illustration this month shows a beautiful "Millinery Opening" trim. A few choice hats are shown well apart, backed by mirrors. The background would do nicely without change for a dress goods trim, silks, mantles, gloves, laces, or almost any other line of dry goods. It is very effective and inexpensive.

Illustration No. 2 shows a neat arrangement for a Fall dress goods display. The parasols are perhaps out of place for a Fall opening trim, and something else could be substituted in their place. The draping of the dress goods is very simple and effective, and each piece is not robbed of an iota of its individuality, as the display is not crowded. A large card appropriately worded would have helped the sales part of such a good trim. Artificial Autumn leaves hung or laid throughout a display of Fall goods give the display a beautiful finish, and convey the idea that the goods shown are goods suitable for the Autumn.

BOYS' AND MEN'S FURNISHINGS.

As the modern dry goods store develops more and more into a place for the sale of everything, certain lines not before deemed of much importance come to the front and assert their claims for recognition. Among these are men's and boys' furnishings.

Goods for boys' wear, being usually purchased by the mothers, and consequently not at all out of place in an establishment whose patrons are principally ladies, have long been given considerable attention by dry goods houses.

Men's goods are, however, as yet a new and untried line in most dry goods stores, and have their way to win. It is only by giving a stock of this kind extra prominence and attention that it can get a hold on public favor. To that end it behooves every department store handling these goods to outdo the specialty stores in the beauty and magnitude of displays, and thereby attract more attention and effect greater sales. In later numbers of THE REVIEW we will illustrate some trade-winning displays of these two lines of merchandise.



A Display of Dress Materials.

In displays of boys' and men's clothing, one thing to be kept in mind is not to crowd them. They are far more

FAIRE BROS. & CO., Limited

LEICESTER, ENG.

Manufacturers of

SMALLWARES

SKIRT BELTINGS
WOOL MENDINGS
SHOE LACES
CORSET LACES
BINDINGS
BELT WEBS
BLIND CORDS
TAPES

Order Through
Wholesale Houses

Representative for
Canada:

**Mr. Stapleton
Caldecott,**
45 YONGE ST.,
TORONTO.



PHILLIPS' ILLUMINATED

Silent Salesman
TRADE MARK

This case represents our Illuminated Silent Salesman which is fitted with concealed lamps and wired ready for connecting on to your electric lighting system.

Cases of the same style are made without the lights if desired.

Canadian orders filled from our branch in Windsor free of duty.



PATENTED IN THE UNITED STATES AND CANADA.
JOHN PETZ PATENTEE.

We have a descriptive circular in 7 colors. If interested, write for one.

John Phillips & Co., Limited

Canadian Branch, Windsor, Ont.

= =

DETROIT, MICH.

WINDOW DECORATING—Continued.

interesting than if crowded closely together. Take a few clothing forms, place a suit free from wrinkles or creases on them, put a collar, tie, and cuffs on each, and, after making a suitable background, arrange them so as to show their best from the front of window, put a neat card on each and you have a far better display than if you had five times as many suits shown arranged in some other way. Let enough be shown to give the impression of variety, but not too many, as one robs the other of its fine points.

The greatest mistake made in window trimming is the desire to show too much at once, thereby sacrificing quality to quantity.

H. H.

SHOWING BLANKETS.

As a rule we do not believe, says The St. Louis Drygoodsman, that the forcing of goods out of season, or rather before the consuming public is ready for them is of any advantage to the general retailer ; but the purpose of business is to sell goods—bring results. If goods can be sold in advance sales then make use of such sales by all means.

Have you ever tried a blanket window at this season for the purpose of helping along an advance blanket sale ? These blanket sales are very successful in the cities and are just now being pushed very hard. They are easy to build with piles and rolls. If your stock is limited one pile can be made in the centre and blankets of different patterns and prices can be hung from the ceiling by a cord tied at one corner, which allows the design and quality to be plainly shown. Don't leave such a window in too long. The attention of people who will buy can be quickly called, for those who are not ready you can make a better impression with a later display.

AN EASY BACKGROUND.

For soft wool goods or soft finish cotton goods of the satine nature a very pretty background can be made in the following manner : Across the background, about even with the top of the glass, fasten a narrow strip of wood—three inches wide. A small bracket at each end and one in the centre will hold it.

On the top of the board at regular intervals of nine inches turn in two screw eyes, one two inches in front of the other, just large enough to run a quarter-inch rod or wire through them. The rods should be cut a foot long, so they will stick out about nine inches beyond the board.

Cut dress patterns from the goods to be shown and fold them lengthwise in narrow back and forth folds of about five inches width. It is necessary to fold only enough of the piece to reach from the base to the rod and back again.

Put one piece of the folded goods over the rod nearest the wall, bringing it out to the outer end of the rod, spreading the ends on the base to a distance of a foot or more apart, depending on the height of the window. Fasten them to the base so that they will spread a little and show the pattern, but not close the space between them entirely.

Do the same thing on the second rod, but push the goods to the back edge of the rod and fasten the ends on the base at the points half way between those of the first piece.

Continue this plan, alternating the pieces and making contrasts in the designs and colors next to each other, until the background is finished.

Along the rods drape a piece of goods folded to nine inches width by dropping it in short loops from one to another.

In front of this background you can make any sort of form drapings that you please.

The advantage in cutting of full dress patterns with which to do the work is that short lengths are usually worthless for profit and it obviates the necessity of using the whole piece.

Use ordinary care with the lengths and the window service will not have injured them at all.

THE LAST SUMMER DISPLAYS.

The Summer season, from a retailer's standpoint, is drawing to a close. Summer lines need drawing to a close. Novel ideas that will interest the attention of passers in the goods and a suggestion that little money secures a good bargain prove most affective.

Here is a novel idea that is particularly appropriate at this time. Cover the background with almost any kind of plain material. Select a number of Summer lines in smaller articles, such as fancy Summer hose, light silk gloves and mitts, Summer neckwear, etc. Arrange these in rows across the background. This can be nicely done by using knitting needles.

On each article or pair fasten a small price ticket showing the regular price in black and the season-end price in red.

Take several more Summer lines, such as waists, skirts, suits, etc., also arrange these in rows across the base of the window. These also should bear a price ticket treated with a black and a red price. Have one large showcard reading : "The Last Rows of Summer," and place it in the window.

BRING LOOKERS INSIDE.

It is well to have always in mind, first and foremost, that the object of window dressing is to attract the attention of the passers-by, next to being so enticing and persuasive as to compel the looker-on to enter the store. It is very important that a good picture have a good frame. There is nothing which mars the effect of a good display so much as greasy glass or soiled, unpainted casing and woodwork.

There is no one inside the trade or outside who disputes the value of an attractive show window. The preparation of such a window, like the preparation of any other advertisement, is a matter of careful study. It must tell the truth, yet be attractive and inviting.

If a trimmer tries to place his work on a high standard with the public, it is sure to prove beneficial ; if he displays business tact and artistic taste, the windows will be remunerative. Opportunities increase, but the requirements grow in proportion.

AN AMERICAN PRICE LIST.

Spiegel & Prehs, 47 Walker street, New York, issue a price list and bargain sheet of numerous articles in the dry goods line, including men's shirts of various kinds, men's underwear, women's and children's underwear and hosiery, gloves of various descriptions, shawls, dressing sacques, towels, bedspreads, handkerchiefs, table cloths, overalls, suspenders, etc. The goods listed are all in the popular and medium grades, and many of them might be profitably imported. A copy of the catalogue may be had on application to the firm.

FOR 1901

TOOKES'
VIGORAL SHIRT

TOOKES'
PATENT NECK BAND

LOOK

around and see the gentlemen who are wearing **Tookes' Shirts.** They look well, fit well and wear well. 1901 patterns will attract the whole community. Buy **Tookes' Shirts** and your business will increase.

Dressing of Necks Up-to-Date.

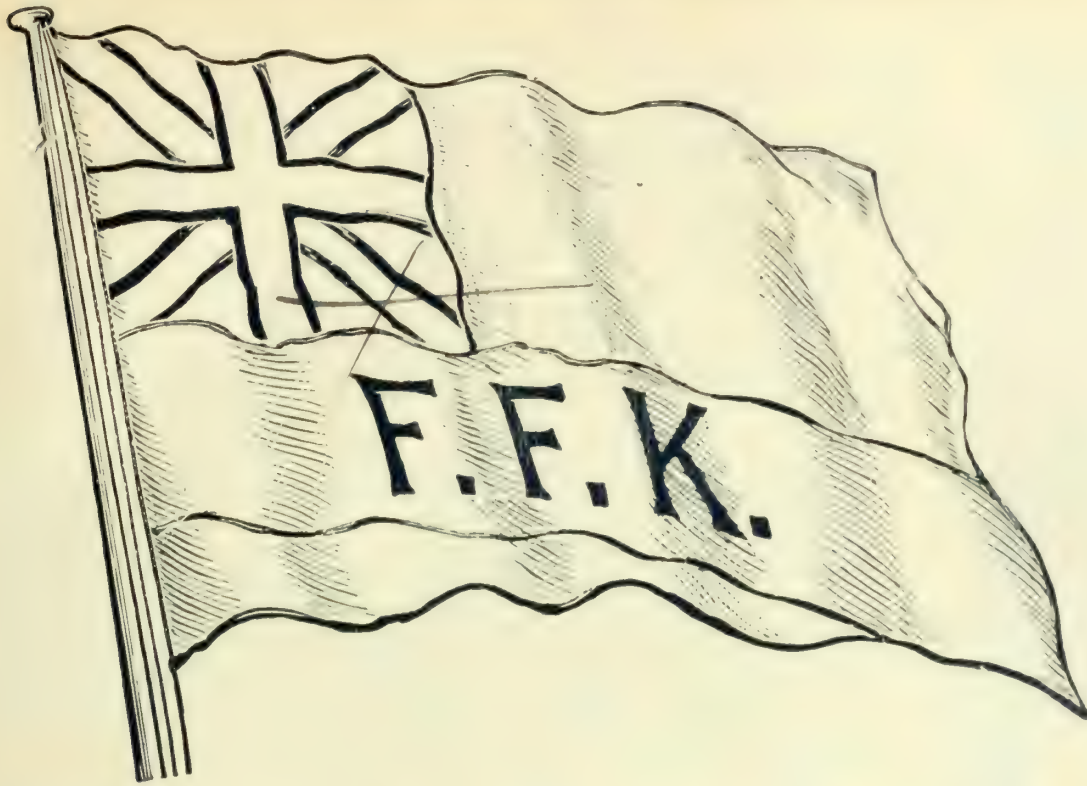
We are in a position to help you to be the **Best Neck Dresser** in your City, Town or Village. Our best “four-in-hand” is the silk products of **England, America, France and Germany.**

TOOKE BROS., LIMITED.

A TOUCH OF GOOD TASTE AND GOOD STYLE

In our Shirt
Waist department makes all
the difference between the
ordinary ready-made and
**Tookes' Tailor-Finished Shirt
Waists.**

The range for 1901 sur-
passes every effort we have
made to introduce something
new.



Change of Front

We will **NOT** continue the men's furnishing business, but will sell out during the month of September \$50 000 worth of A1 stock, including large quantities of new goods, as well as balance of Glover & Brais' goods. Very large safe, furniture, fixtures and travellers' trunks will also be sold. During the Toronto Fair, we will be represented in Toronto by Mr. H. L. Willmot, and Mr. Thos. Fenwick (late of McMaster & Co.), at 30 Wellington street west.

F. F. KELLY

196 McGill Street,

Montreal.





Men's Furnishings.

TH E R E has not yet been much demand for Fall goods for the month of August. The weather has not been such as to warrant a change from Summer goods, and, as one men's furnisher says: "People won't buy Fall goods until they begin to feel cold, nor will they invest in umbrellas until they get caught in a rainstorm."

Although this may be

all right for the customer, it will not pay the dealer very well to defer placing in his Fall goods until his customers "begin to feel cold." He must be prepared to offer them a fair choice of goods the moment they want them.

To the town dealer, who has not the advantage of being able to buy every day from the wholesale houses, and whose opportunities to obtain ideas from fellow tradesmen are not so great as in the large centres of trade, it is very important to know just what to place in stock, besides the latest fads of the day. Although it is difficult to tell what public taste will agree on, it may be helpful to know what the largest men's furnishers of Toronto, whose opportunities to gauge public taste are greater, are paying attention to, and placing in their windows and on their counters for Fall wear.

Ties that Sell. With the new collar, a batwing tie is almost invariably worn. Dealers are doing a large business in this line, both with ladies and gentlemen. Flowing-end ties are also largely worn with this collar, and may be even more popular for Fall. Plaids in flowing-end ties will be worn to a great extent for Fall and Winter. All combinations of colors may be seen in the plaids, and, although the patterns are mostly large, a number in grey, black and white, combinations are quite small. Grey effects will be popular, whether in stripes or checks. A few of the most prominent men's furnishers show some beautiful lines of flowing-end ties in dark green and white, and dark green and red stripes. The stripes are large and run diagonally. Blues, too, in different designs may frequently be found. The puff

tie, although enjoying only a limited sale at present, may be expected to sell well for late Fall and for Winter. Most designs in these ties are in dark colors, with wide stripes or bands running diagonally across them. Colors and designs vary, however, and a few large checks may be seen. Patterns are all fairly large, though not "loud." A tie on the market is the "Windsor." It is in scarf form and meets at the throat by a new shape of ring instead of being tied. The rings are in gold, silver and oxydized. They are spherical in shape, with two openings at the top and one at the bottom, through which the scarf is drawn. Designs of different kinds are stamped on the rings. The scarves are of all patterns and colors. Some dealers are showing them in designs made up of Union Jacks, etc. These ties have recently been having a large run in the United States, where they originated, but their arrival in Canada is too recent to be able to tell whether they will be as popular here or not.

The Collar Trade.

In collars, it is hard to find anything but the new high turned-down variety. Besides the high makes, this kind of collar is made in very low styles, suitable for stout persons, and also more comfortable in warm weather. A noticeable fact in regard to collars is the almost total absence in windows of the ordinary stand-up collar with turned-down points. This is, of course, kept in stock by all dealers, but the popularity of the new high turned-down style has for the time almost eclipsed it. The all-around stand-up collar is also worn considerably.

Window Cards. The use of price cards in men's furnishers' windows is becoming noticeably more general. It is seldom that one passes any up-to-date store without noticing these little hand-printed trade-drawers pinned here and there on the different goods.

Over a row of ties we read: "You can tie these, but you can't beat them for 50c.," the price always being printed in large figures. "We know you come here for good bargains and we wouldn't disappoint you for 50c." "Stubborn sox, color can't be coaxed out for 25c.," and many others show where the wide-awake dealers do business.

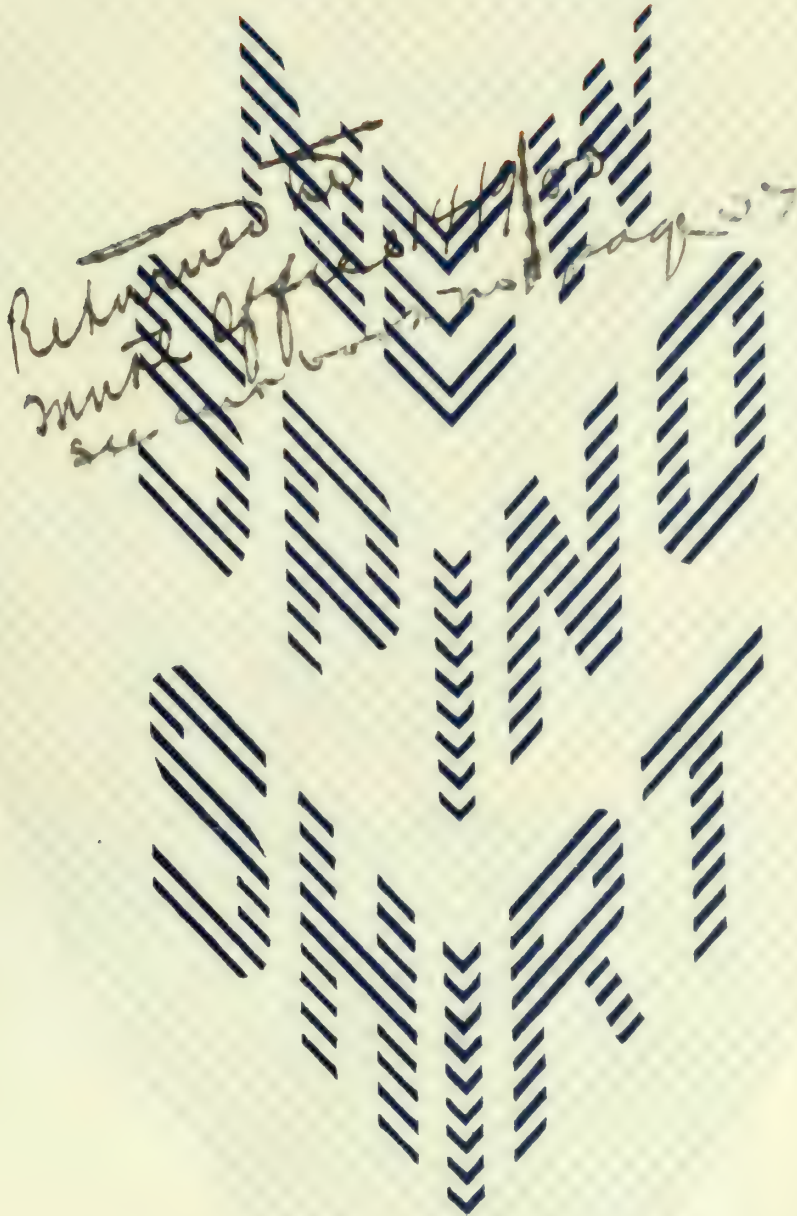
A suggestive fact in regard to the use of these cards is that the large and prosperous stores all use them, while it is seldom that one sees them in the windows of the small and less progressive men's furnisher.

A New Thing in Shirts.

The shirt department of the Gault Brothers Co., Limited, are showing for the Spring, 1900, the newest thing in shirts. It is known as the "Spino" and its style can be seen in the firm's advertisement. The pointed effect is printed on the material. This shirt bids fair to be the swell thing for the Spring. It is made from Potter's Manchester shirtings. This company are also showing a fine general range of shirts, comprising about 400 lines, in negligee zephyrs and all the newest styles in stiff bosoms, long and short bosoms, and open front or back and

THE GAULT BROS. CO., Limited, MONTREAL.

Shirt and Neckwear Manufacturers.



EVERY UP-TO-DATE FURNISHER
WILL HAVE THE "SPINO" FOR
SPRING 1901.

ARE YOU UP-TO-DATE?

The new "Spino" Shirt will be all the rage for Spring 1901. All made from Potter's Manchester Shirtings. We have the sole right to manufacture it in Canada.

Sole Agents in Canada for Fownes' Gloves.

MEN'S FURNISHINGS—Continued.

front. Potter's English shirting and Anderson's Scotch zephyrs are used exclusively in all their fine goods. Their travelers go out about the 1st to the 15th of September and will carry all the latest ideas.

Striped Shirts in Vogue.

The colored shirt continues to hold its own, and may be expected to do so until well on in the Fall. Stripes, wide and narrow, and running vertically, are by far the most worn. Colors are nearly all in blue or black. The background of the shirt is usually white with the dark stripes over it, though some shirts are seen with the opposite pattern. Pink striped shirts may also be seen occasionally. A few shirts with small checks are being worn, but their sale does not reach that of the striped shirt.

Showing Goods.

There are ways and ways of placing goods before the public eye. Some of them are worth noticing and imitating. In the matter of ties, for instance, the design and color are the chief things to show. These may be shown by merely hanging the ties in a row out at full length, but the effect produced is not nearly so great as if some of them were tied and placed on collars, so as to let customers see how they look when worn. Ties with special or new designs should always be exhibited as they look when in use. It is often the case that a pattern or design, which is not especially attractive when the tie is unfolded, will look much better when it is done up. Dealers would profit by an examination of their ties before placing in the window or in showcases, to decide in which way the tie looks the better.

When it is possible to show a tie with a colored shirt, so that the colors may be enhanced by combination, this should be done. It may not always result in the sale of both shirt and tie, but it would help greatly to sell the latter, if a customer having a shirt like the one with which the tie is shown should see how well that particular tie looked with it.

A careless habit of many furnishers, who, otherwise, are not backward in showing goods, is the combination of collar, shirt and tie, in which, although the collar and shirt are all that could be desired, the tie is either some out-of-date variety that the dealer wants to get rid of, or else it is one of those very much up-to-date ones whose color does not harmonize in any way with the shirt. This is a mistake that many dealers make; and it is a bad one, too, because a tie that will be noticed only for its ugliness will spoil the effect of the whole combination. It is not done to show the tie as much as the shirt and collar, and, in consequence, many dealers seem to think that any tie at all will do.

A good way to show suspenders is with shirts, hanging the ends over the shoulders of the shirt, just as when worn. Gloves are frequently displayed with handkerchiefs. Some furnishers, who deal in canes, combine these with gloves, and get a good effect.

Seen in Dealers' Windows.

Silk-front negligee shirts, 75c. Patent leather belt, silver-finished buckle, 75c. Silk-striped undershirt and drawers, 75c. per garment. Pure llama wool underwear, \$3 per suit. Stainless tan maco socks, 6 pairs for 75c. American and Austrian high-band-turndown collars, 15c. each. White balbriggan undershirts and drawers, silk finish, 49c. per garment.

Canadian Neckwear in Australia and China.

Mr. F. P. Evans has just returned from another trip to the Antipodes, where he has for some time been placing Canadian neckwear in those markets, being the representative of E. & S. Currie, Toronto.

Mr. Evans, who returned August 14 from China and Japan, has had a very extensive trip this time. He went out to Australia last December, visited all the colonies there and New Zealand, and afterwards took a vessel north to Hong Kong, calling at the Philippine Islands on the way. Mr. Evans has no complaint to make of the results of this second trip in behalf of Canadian neckwear.

Australian buyers seem to appreciate the goods and were willing to place orders for more. They considered the goods well made, and in every way a credit to Canada. Up to the present time the popular taste in Australia has been for staple English styles and patterns, but the Australians are quick to appreciate anything stylish and new. The Canadian ties in bright colors placed the first trip sold exceedingly well, which resulted in greatly increased orders for "hot stuff." During his trip the plague was raging at Sydney, and, of course, every ship and every traveler which came out of Sydney was subject to supervision. He himself underwent, at various points no less than 13 medical examinations. He was quarantined for six days at Auckland.

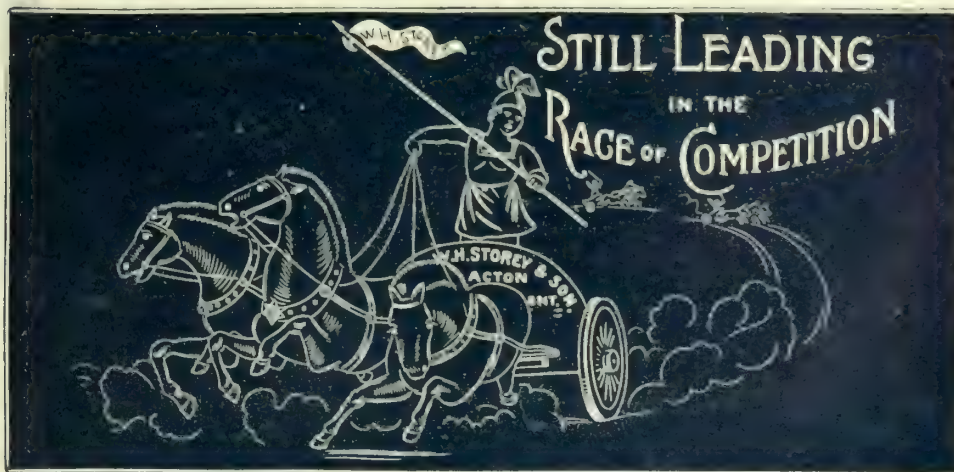
Perhaps the most interesting portion of Mr. Evans' experience relates to his trip to China and Japan, which was the first attempt to place the Canadian neckwear in those markets. In Hong Kong, the retail trade seems to be principally in the hands of quick-witted Chinese merchants. There are several British firms, but, at the same time, the Chinese shops seem to do the larger portion of the trade. This seems strange in a British colony, because, when we go to Shanghai, which is not British, the best houses are British; in Hong Kong, one notices such firms as Tak Chong, See Woo, Chung Woo, and so on. These are not the names of persons, but names attached to the shops. For instance, Tak Chong (whose family name is Poon Su Poon) really means "Virtue and Glory," and, if one goes in to sell to the manager or owner of the place, you call him by his trade name, and say: "Tak Chung, I have some goods to show you." Fuh Lee means "Happiness and Profit." Foo Lee means "Continuous Profits." An American firm does business as Ki Cheong, "The Glorious Flag." They call the Union Jack: Ang mug-ki, "the flag of the red-haired devils." The bulk of the business is conducted in pigeon English, and one quickly picks it up after two or three days' practice in talking with the Chinese merchants. These shops in Hong Kong seem to cater principally for transient trade, as the local population would hardly be sufficient to maintain so many merchants catering, as these do, to European customers. The Chinese in Hong Kong look very peaceable, and the place has that air of order and safety which one associates with British rule. It might be said here that Eastern houses do their trade with the Chinamen through a "compradore," a sort of agent who is in heavy bonds but does all the selling to the right people, and who gets a commission on what he sells. Among the largest British houses doing business in the East may be mentioned Lane, Crawford & Co., with branches in Hong Kong, Shanghai and Yokohama, and Messrs. Hall & Holtz, of Shanghai, and T. Weeks & Co. These and other firms do an immense business all over the East.

"I do not find," said Mr. Evans pointedly, "that any particular effort is made to push Canadian goods in the East.

Dominion Suspender Co
Niagara Falls
Makers of Trade D Mark Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls

Makers of American Styles
Of Neckwear



Storey's Manufactures are
 Standard for Excellence of
 Material, Fit, Style, Work-
 manship and Durability.

GLOVES.
TRAVELLING BAGS.
LEATHER BELTS.

For Spring and Summer Trade.

W. H. STOREY & SON

(The Glovers of Canada)

ACTON, ONT.

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 About Advertising.**
 If you are a business man and get or want
 to get business by any kind of advertising,
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 expect to go into business for yourself; or
 if you want to get into a new and profit-
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 tion—the accumulated knowledge on the
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THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt
 and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.

SAMPLES Now on the road.



Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.

The Berlin Button and Suspender Co.
BERLIN, CANADA.



E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST
TORONTO,
ONT.

Caulfeild, Henderson & Burns

17 Front St. West, TORONTO.

C. H. & B.

Full range of —

BLACK SHIRTS

all sizes and prices.

ALSO

OVERALLS

in black, blue and drab, with and
without bibs. Special Values.

LETTER ORDERS WILL RECEIVE
SPECIAL ATTENTION.

"BRAIS BRAND"

THE

*Returned to
Glover & Brais 7/21/90
see copy of invoice
by
61*
BRAIS
BRAND

196 McGill Street,

Montreal, August 25th, 1900.

Final Trade Sale.

Winding up Glover & Brais' Estate, one month only, commencing September 1st. Entire stock will be sold out as quickly as possible. In addition to the Men's Furnishings, we will include all our own line of Smallwares, Fancy Goods, and Dry Goods Sundries at sweeping reductions.

Do not fail to be with us during this sale.

F. F. KELLY.

During the Toronto Exhibition, we will be represented by MR. H. L. WILLMOT and MR. THOS. FENWICK (late of McMaster & Co.) at our Salesrooms, No. 30 Wellington Street West.

MEN'S FURNISHINGS—Continued.

In fact, the only concerns which I could notice as having any direct representative in the East were the Canadian Pacific Railway, the Sun Life Assurance Co., of Montreal, and E. & S. Currie, Toronto. With these exceptions one may say that Canada and Canadian goods are practically unknown. Why, one of these big firms I have mentioned to you deal in MacLaren's 'Imperial' cheese, and yet it appears they buy it in San Francisco and do not connect it with Canada at all. There are, as far as I could discover from the buyers for big houses, no Canadian cottons and no Canadian flour. In both these lines the United States are doing a thriving trade. The Canadian Government is itself handling the sale of Canadian butter in these markets, and, while its quality is all that can be desired, I may just as well say that Australian butter is much better put up than ours. I mention this in no carping spirit," continued Mr. Evans, "but simply because I was impressed while in the East by the utter ignorance regarding Canada which prevailed there."

Mr. Evans also made a short trip to Japan on his way home. He found the Japanese were clever business men, and he did some business with them. The Japanese use European costumes for the most part, and all those belonging to the official classes do so. In neckwear, a great number of black stuff ties are used, but Japanese buyers looked with appreciation at the Canadian goods, and also wanted to buy the material in the piece.

Men's Neckties. Not for many seasons, said an authority on this subject to THE REVIEW representative, have the styles in men's necktie silks covered such a wide area. The demand runs from neat small effects to boldest designs and vivid colorings.

Spots are selling very well both in foulard and satin, and also neat, small patterns in the same cloths.

Large and medium-sized figures in white against a dark ground are amongst the newest effects for the Fall trade, but bold decided bars and stripes are still kings in the trade, where actual volume of sale is concerned.

Regarding color, it is blue, ranging from navy to the palest turquoise, with figures or stripes of white and black, while black ground with white or red, and the different shades of red with relieving stripes or figures in black and white are also very good for the coming season.

In shapes, the flowing end still leads in volume of sale, but the new batwing bow is pushing hard for first place, while graduate derbys sell as well as ever, and are in constant demand.

Niagara Neckwear. The Niagara Neckwear Co., Niagara Falls, report that the shapes most salable for Autumn are batwing strings, imperials and narrow four-in-hands. These three will be leaders. In cloths and colors—anything that is new and novel and catches the eye of the purchaser.

This firm report a largely-increasing business, so much so that they have great difficulty in taking care of the great rush of orders. They make only up-to-date American shapes. Christmas lines will be shown the trade some time this month, and they are claimed to be both the most exclusive and the most expensive lines ever shown in Canada. They will have several hundred patterns of exclusive weaves, cloths and colors, ranging from \$9, \$12, \$15 and \$18 per dozen.

The Dominion Suspender Co., Niagara Falls, with their large addition to their factory, are now shipping orders for

"Trade D Mark" suspenders very promptly, even considering the great increase in their business for the celebrated make. The "President" suspender, made by this firm, is still having a large sale.

Their Christmas line of exclusive novelties will be in their travelers' samples some time this month. Montreal office, 207 St. James street; Quebec office, 111 St. Joseph street, and Winnipeg office, 515 McIntyre block.

Men's Mufflers. According to the New York trade journals a great change has taken place in the style for men's mufflers. The old style, with satin or cotton quilting on one side, is no longer shown, while the manufacturers in New York are competing with each other for the trade by advertising the reversible muffler only.

There is, no doubt, a great deal of sense in the reversible muffler, as, it being an article of utility, the wearer wishes to get the double amount of wear that a reversible muffler affords, while one manufacturer claims to have a muffler that can be worn in four ways, each showing differently on the neck. As the made-up muffler is an American idea originally, we will no doubt follow them in their new style of reversible muffler.

Business Notes. The stock of the estate of H. F. Service, men's furnisher and furrier, St. Thomas, Ont., has been sold.

Felstern & Adler, tailors, Montreal, have registered partnership.

James A. Cox, tailor, Hamilton, Ont., has given up business.

J. B. Viens & Fils, tailors and clothing dealers, Acton, Que., have dissolved.

Vahey & Kerman, men's furnishers, Grand Forks, B.C., have assigned to Edmund S. Biden.

The stock of W. B. Gemmill, men's furnisher, Ottawa, was sold at 67 1/2 c. on the dollar.

The assets of E. McConkey & Co., men's furnishers, St. Johns, Que., have been sold.

Supplementary letters patent have been applied for by The Archibald Co., Limited, wholesale hatters and men's furnishers, Truro, N.S., increasing their capital to \$50,000.

M. Rothschild & Co., men's furnishers, Rat Portage, Ont., assigned to J. G. Strong.

Alex. Neal, tailor, Moncton, N.B., is dead.

James Blauvelt, tailor, Windsor, Ont., has commenced business.

A Chat About New Ties. The Fall season promises to bring forth decided changes in neckwear. Every silk manufacturer has put forth strong efforts this year to make a great show for the Paris Exhibition, and, in consequence, numerous new ideas in cloths have been worked out. Buyers who have visited the English markets this year found plenty of scope to put an entirely new range of cloths on the Canadian market, and most of them have availed themselves of the opportunity. A representative of Tooke Bros., Limited, Montreal, has been on the silk market for about a month, and he says that Paris ideas will permeate the silk tie trade through and through this Fall.

The important point in the choice of neckwear is getting right color. For this Christmas the most important new color will be green, in the soft, dark, Hunter, Nimrod and olive

THE CANADIAN DRESS CHART.

SEPTEMBER, 1900.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WED- DINGS, BALLS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	LEISURE AND MORNING DRESS.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black in Winter, white or brown holland in Sum- mer.	Black in Winter, white or brown holland in Sum- mer.	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with pique front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned- down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk or dark blue or black foulard. Laven- der may be worn at weddings.	Fancy shades.	Ascot or hunting stock.	White, not made up.	Black.	Fancy, of fashion- able shades.
Gloves.	At weddings, white or grey suede, tan.	Tan.	Tan.	White or pale lavender.		Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

MEN'S FURNISHINGS—Continued.

shades. This appears to be the new feature in colorings and can be taken up safely by the trade. The new blues are Paris, Yale, Royal, Latour, Manne and Wedgewood. Several shades of red, including Richelieu, Othello, Poupre, Gamel and Eldorado will also be prominent. A large number of grey and steel grounds, brightened up with highly-colored bar stripes, making a strong combination, will also be found. Bar stripes are undoubtedly coming in again, for they give much more scope for variety and striking effect, and show up well on the new Razinine, Baratheia and varied new armure grounds. The puff seems bound to come in again for Christmas in the form of a smaller shape than that last worn, as the Fall fashions are dictating high vests. In the best quality of goods some new ideas are being shown in large designs. There is a noticeable tendency toward Persian patterns, both in designs and bars.

FIRE IN A COTTON STOREROOM.

Fire broke out in the storeroom adjoining the St. Ann's Cotton Factory on Notre Dame street, Montreal, on Wednesday afternoon, August 29, and did damage to the extent of \$50,000. The plant is the property of the Dominion Cotton Mills, of which Mr. A. F. Gault is president. The blaze was first noticed at 4.25 o'clock, flashing through the roof of the shed in that portion facing Harbor street, and it was not till 10.30 o'clock that the fire brigade gained control of the flames, which for a time threatened destruction to the mill property to the east as well as to the new wing that has just been completed on the south side.

The fire seems to have been caused by spontaneous combustion. The fact that the storeroom is divided into a series of compartments, walled with heavy planks, greatly hampered the firemen and salvage corps in saving the contents of the structure from fire, smoke, and water. Whatever is left of the stock has been spread in the adjoining fields to dry. There is sufficient stock on hand to keep the factory in operation. The loss is partly covered by insurance.

FALL WAISTS.

Boulter & Stewart claim to be showing one of the most complete ranges of waists ever offered for Fall trade in Canada. Their line comprises every cloth suitable for Fall and Winter trade. Their designs are a marvel for variety. They draw special attention to their extensive range of silk waists, from \$2 75 up to \$13 50 each. They box all their better lines, one to a box, which gives an individuality not to be obtained otherwise.

PROTECTING THE LOCK STITCH HOSE.

Messrs. A. E. Adams & Co., the manufacturers of the famous Lock Stitch hose, have decided to protect their goods with a registered trade mark, as other goods have been offered as lock stitch.

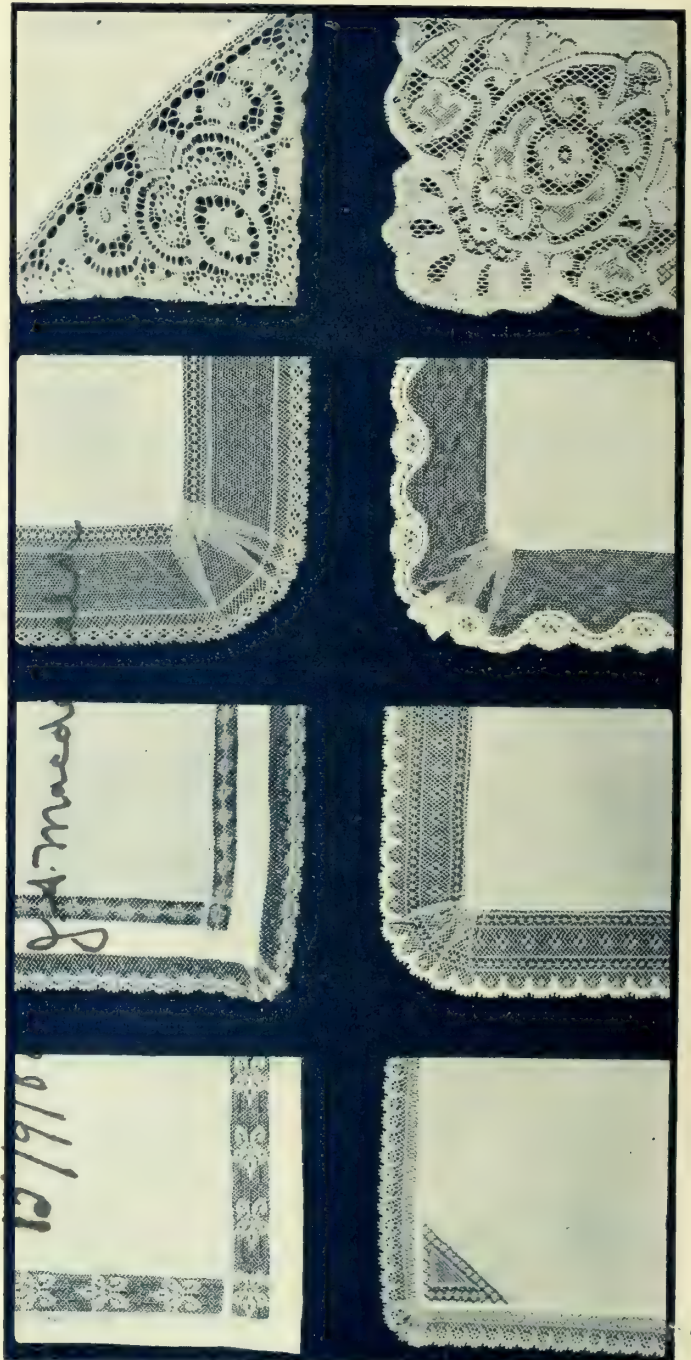
As Messrs. Adams are the sole proprietors of the only machine that will make a lock stitch hose, it can be seen that any hose that has not Messrs. Adams' trade mark on is not a lock stitch hose.

The locking of the stitch prevents a hose that has been cut or worn in a stocking from "running."

The lock stitch is applied also in the manifolding of the knees and ankles in their great line for boys and girls. Messrs. Williams & Bell, who are sole agents for Canada, report that the demand in Canada for this line has increased so largely of late that Messrs. Adams have been obliged to increase their capacity to meet it.

WHITEWEAR FOR 1901.

The Gale Manufacturing Company, Toronto, manufacturers of white wear, shirt waists, wrappers and dress skirts are shortly to occupy their new large addition to their Mincing Lane factory. Mr. Gale reports a greatly increased Fall trade, and, from the many efforts being expended on the range of samples for 1901, and the present appearance of the novelties, looks for even a greater increase next season which will be handled to advantage in their enlarged premises.

**F. ROBERTSON & CO.**

The illustration shows a few of the newest things in handkerchiefs shown by F. Robertson & Co. for the season. There has been a very large demand for these goods. The tendency this season seems to be the using of lace insertions and footings for handkerchiefs, instead of embroideries, as formerly. Embroideries, however, have by no means gone out. There is still a good demand for them.



1840 — ESTABLISHED — 1840



WHOLESALE

General
Staple
and
Fancy

DRY GOODS



DRY GOODS.

Canadian
American
and
European

WHOLESALE

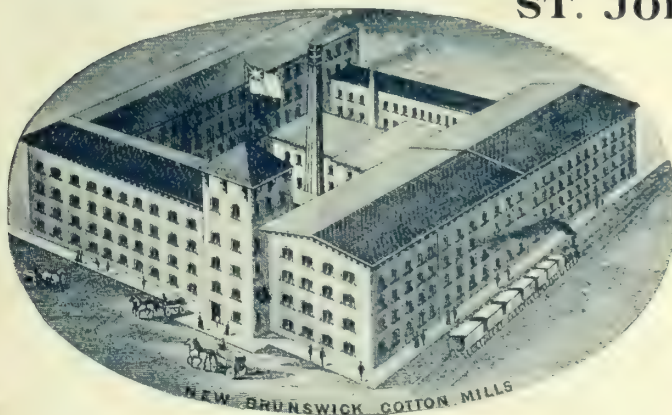
Sample Rooms :
Temple Building,
MONTREAL.

P. GARNEAU, FILS & CIE.
QUEBEC.

Sample Rooms :
Sandford Block,
WINNIPEG.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



**Cotton Spinners,
Bleachers, Dyers
Manufacturers**

Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warps for Ontario.

**Flannelettes,
Saxonys, Yarns,
Beam Warps.**

The Only "WATER TWIST" Yarn Made in Canada.

TORONTO WHOLESALE TRADE.

JOHN MACDONALD & CO.

THE well-known Wilton velvet carpet, of which the above firm have the control in Canada, is very much in evidence in their carpet department. It is still selling at old prices and seems to be as popular as ever. A full line of linoleums, 2 and 4-yard, are being sold at $2\frac{1}{2}$ c. per yard less than next Spring's prices. An assortment of tapestry table covers, a job lot, 8 4 8 10 and 12 4, for the Exhibition trade, are a good bargain at regular prices. A new medium-priced tapestry carpet, called the "Crescent," is likely to be in good demand for the next season. It is made by a well-known firm, and the patterns and designs are taken from popular Brussels makes. Special attention is paid by John Macdonald & Co. to browns, tans and crimsons, which, by all appearances, are to be the predominating colors in Spring carpets.

Shell hair ornaments and side combs are being largely bought for the coming season. A special line of these, as well as hat-buckles and slides in jet and brilliants are shown, which are finding a good sale. This firm find that the flowing-end ties are among their best selling lines of neckwear and their stock has been regulated accordingly.

Fancy black silk and wool broches and repp effects will be worn largely this season. They are shown in all patterns, and sell for \$2.25 per yard. In satins, black will, of course, be greatly used, and a line of white, cream and colored satins are also expected to have large sales for Fall. Black velvet ribbons for trimmings, with satin back, have become a favorite with many buyers and will likely be worn to a considerable extent. In overskirtings, John Macdonald & Co. find that blacks and blues are their best selling goods, while, in ready-made overskirts, the trade is almost wholly in these colors.

They are making a specialty this season of some fabrics for women's costumes and skirtings, comprising plain homespuns, herringbone effects, diamond checks, covert cloths, whipcords, fancy tweed effects and fancy worsteds. Good sales are reported on all these. English and German beaver cloths for jackets are to be still worn a good deal in different colors.

They have a fine range of fancy worsted suitings; domestic and imported, which are good sellers. The favorite colors seem to be in grey checks and grey mixtures. Black and grey llama cloths will be probably more worn than anything else for Fall overcoatings. Blacks, blues, and mixtures in nap cloths will also be worn, with the usual demand for black and blue beavers and meltons.

The Belwarp goods, which this firm handle, are already prime favorites with buyers. In addition to their stock of blacks and blues, they are carrying this year a line of grey mixtures of various shades in Belwarp worsteds. A high class of goods in fancy Belwarp striped trouserings is having a good sale.

This firm give an opportunity during September to buy some job lines of 3 4 Canadian tweeds and 6 4 Canadian friezes, which they are going to clear out.

Some excellent towellings are being offered by this firm in Blarney, Killarney, and Russian crash. Over 40 numbers

are shown, and they appear to be well liked. Attention should be called to two or three special lines of linen table napkins, on which they are having heavy sales. An assortment of imported underskirtings in flannelette, black and red stripes, with border, are being largely bought for the Fall trade.

THE STEWART, HOWE & MAY CO.

Skirt bindings are being made to a great extent with the well-known "S.H. & M." bias velveteen goods. These are manufactured from a velveteen made purposely for skirt bindings and used for nothing else. They can be had in every fashionable shade from season to season. The bias brush edge skirt binding is bought largely on account of its durable qualities and the fact that it has a natural curve, which fits the lines of the skirt so that there is no wrinkling.

These goods, it is claimed, will enable the retailer to make from 50 to 75 per cent. profit, and, as their sale is very large in all parts of the world, they should be a paying class of goods for him to carry.

The Canadian handlers of these skirt bindings, Stewart, Howe & May, apparently are firm believers in advertising. They are issuing a couple of pamphlets which are novelties in their way. One called "The Hammer," and used, as it says, to drive home a number of facts, is an up to date idea, and is printed and covered tastefully. Each has a sample of the bias brush edge skirt binding inside. These circulars are supplied to retailers for distribution among their customers.

Another good idea of the Stewart, Howe & May Co. is to supply advertising cuts to those who handle the "S.H. & M." bindings, to help the sale of these goods.

NISBET & AULD.

The stock of the Brookfield Linen Co., Belfast, Ireland, which was recently bought by Nisbet & Auld at reduced prices, is going rapidly. It consists of damasks, towellings, napkins, etc., and they intend to clear the whole out as quickly as possible.

In tailors' trimmings, silk, mohair and worsted Italian linings are in great demand now. These lines are being paid particular attention to just now by the above firm. They are also finding a large sale for mercerized linings, Rome satins, in black and colors.

Fashion reports show a larger demand than ever before in tailor-made costumes for this season. Donegal friezes will be especially worn in many shades. Nisbet & Auld are already receiving orders for their goods in this line. They have a special line of their own in 20 shades, which are in good demand.

Plain and Venetian cloths are looked upon still as good sellers for the Fall trade. The well-known Devonia serges, which this firm control in Canada, are well thought of for Fall. They are now being used a good deal by the British Admiralty, and will likely become steady sellers in the Canadian market this year.

For the popular suitings of the year, Nisbet & Auld show a line of tweeds and worsteds. Novelties in stripe effects they find to be bought in large quantities. Nothing will likely be more worn than Canadian tweeds this Fall and Winter. This department in the warerooms of the firm shows that they expect a heavy demand for this class of goods, in both suitings and trouserings. They are doing a good business in a large quantity of mill overmakes, which, at less than mill prices, are going out rapidly.

HEAVY MITTS AT
\$4.50, \$4.00 and \$3.50.
HEAVY GLOVES AT
\$4.50, \$6.50, \$8.50 and \$9.00.



Klondike Brace
\$4.50.
3 Years' Guarantee
(Horsehide.)

Popular-Priced Profit

Producing Staple
Lines in . .

Gloves and Mitts

We suggest your ordering one
dozen of each line (a good as-
sortment) or sample pairs by
mail.

W. J. CHAPMAN

Manufacturer
WINGHAM, - ONTARIO.

We invite the Dry Goods Trade of Canada to investigate

Oxford - Costume - Cloths

FOR LADIES.

High-grade, satisfactory goods. Newest Fall styles in
immense variety, at our Toronto agents

NISBET & AULD.

OXFORD MANFG. CO.

SOLE MAKERS

LIMITED

Gold Medal at
Toronto Fair.

OXFORD, NOVA SCOTIA.

We Have Made a Superb Line of Parasols.

Buyers are especially invited to
call and inspect our range at our
show room,

*20 Front Street West,
Toronto.*

**The Irving Umbrella
Company, Limited.**

Our Representative
will have the pleasure of call-
ing on you shortly with a most
extensive and complete line of shirts
of all kinds for

Spring 1901

It will be to your interest to give
him a look over, whether you wish
to assort up for immediate or buy
for next Spring.

Always at your services,

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs and Boys' Blouses.

646 Craig Street, MONTREAL.



THE **B. & C.**
Wright Bust Form



PATENT NO 54529.

MANUFACTURED BY

IS SUPERIOR TO
 THE CORSET

For the following reasons:

It is graceful and perfect in shape.
 Durable, easy and comfortable.
 No heavy front, side or back steels.
 The slender woman may wear a
 tailor-made gown.

It is a gentle shoulder brace.
 The low bust effect may be obtained
 with the Form without padding.

IT IS THE FIGURE THAT
 MAKES THE DRESS, NOT
 THE DRESS THE FIGURE.

Sample Orders Solicited.

BRUSH & CO.

TORONTO, ONT.

An Attractive Display

is every Live
Merchant's Magnet.

Have your goods displayed
 on up-to-date fixtures and
 attract the passing trade.



No. 273.



No. 274.



No. 101.

We manufacture the most
 complete line of
 display fixtures
 for every class
 of trade.

Toronto Brass Mfg. Co.,

91-95 Richmond St. West.

BE SURE YOU HAVE THE BEST.

KNOX'S LINEN THREADS

have been in use for over 100 years by all the Best Tailors
 in the World. Quality has been always right.

DEWHURST'S COTTON THREADS

All Cords and Finishes.

Guaranteed Full Length.

MILLWARD'S SEWING NEEDLES

are the best known for quality.

Paton's Scotch Boot and Shoe Laces

"BEAT ALL GERMAN IMITATIONS."

Cotton, Thread, Wool, Silk, Leather and Porpoise Hide.

SEE NAME ON EVERY BOX.

Sole Agents for Canada

GEO. D. ROSS & CO.

24 Wellington St. West, TORONTO.

648 Craig St., MONTREAL.

ENTHUSIASM

ENTHUSIASM—is the only word that will fully describe the favor with which



THE new cut
Northway
GARMENT

is being received everywhere.

EXCLUSIVE IN STYLE.

PERFECT IN FIT AND FINISH.

They are made to please, and your customers will be satisfied and ask for them again.

Our Fall Catalogue will be sent on receipt of a postal card asking for it.



John Northway & Son,
LIMITED

23 Wellington St. W.,
TORONTO.

Perrin's



Gloves.

QUALITY GUARANTEED.

It is a well-known fact that Perrin's Gloves are the best gloves imported into Canada, that is why they are kept by the best dealers in each town.

We have always a well-assorted stock on hand.
Mail orders are attended to with punctuality.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL

DRESS GOODS FOR NEXT SPRING.

THE Spring season does not give an opportunity for the introduction of fancy dress goods to any extent, as light-weight materials are wanted and fancy loop yarns give additional weight. Then, too, warm colors, which are seen to the best advantage, are for Autumn.

Plain materials are to have first place for the Spring season of 1901.

Soft effects in dress call for single yarn warps, and single yarn warps mean light-weight goods of a good quality. It is impossible to spin fine yarns from anything but high-class fine stock, and it follows that materials that are made right will not be sold for a song. Some effects and single yarns suggest veilings, tamise, batiste, cashmeres, grenadines and other light-weight goods of the same order.

Supplementary evidence of an increased demand for soft effects in dress is seen in the growing popularity for soft-finished silks.

The foregoing is only a partial solution of the dress goods problem for Spring. Materials for the masses must necessarily possess the elements of economy in construction, durability and utility. All these requirements suggest heavier materials than veilings. Naturally, that means venetians, broadcloths, light-weight chevots, camel's hair, granites, serges and other materials suitable for tailor-made suits, for the reason that single-yarn goods are, generally speaking, too high in price for the masses to buy.

While plain goods bid fair to hold first place, there will be some fancies sold, as there always are. There is a general desire on the part of woman to have her tailor-made garments as mannish as possible in texture as well as in workmanship. For this reason, we may confidently look for a fair demand for such wool materials as men are favoring.

There is every reason to believe that the demand for wash goods will be unabated. This opinion is ventured after a careful survey of the field and after carefully noting the drift of fashion. If one pays a visit to the seaside or to a mountain resort, or, in fact, to any gathering where the well-dressed women assemble and is observant of costumes, the impression is immediately gained that cotton is the dominant material.

Taking their cue from the prominence that laces were given in toilettes at the Grande Prix, recently held in Paris, cotton converters who make a specialty of bringing out high-class novelties have prepared collections of fine cotton novelties in imitating lace work. It should be noted that these materials are manufactured from the very finest spun yarns; that they are highly polished, and that they give a strength to the material that will make it a profitable purchase for retailer as well as consumer.

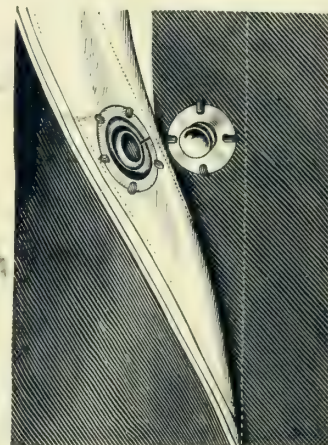
There is nothing to indicate any marked change in the general scheme for cotton dress goods from that which has obtained during the season of 1900. The presence of costumes at fashionable gatherings that show hand-painted designs, give rise to the belief that printed effects will have a showing in the Spring collection.

It is to be regretted at present that designers are working along the lines of extreme novelties when it would be better if they would give their attention to bringing out new and original neat effects. It is the experience alike of cotton converters and merchants that, in bringing out printed designs

in wash goods, out of five designs brought out only three will sell. An odd case sold now and then of an extreme novelty at a profit does not pay for the loss that one is obliged to take on a dozen cases which have to go on the bargain counter.—St. Louis Drygoodsman.

A NEW DRESS FASTENER.

The accompanying cut represents a new dress fastener which is offered to the trade by Kyle, Cheesbrough & Co., Montreal. It is made on the same principle as the fasteners used on gloves and is rapidly replacing the old-fashioned hooks-and-eyes, as it has a better appearance, is surer and more convenient. This article is known as the K. C. "Brand," and Messrs. Kyle, Cheesbrough & Co. are sole agents for the sale of it in Canada.

**CHINA AND THE SILK MARKET.**

M. Markus, 30 Hospital street, Montreal, predicts that the Chinese War will have an appreciative effect upon the silk market. Writing to THE DRY GOODS REVIEW, he says that "silkmen generally believe that this war will continue a long time and that, although the Chinese will be taught to respect other nations, we shall be compelled to pay, indirectly, for the giving of the lesson, for China is the great silk-producing country, and its output of silk is being restricted." It is, therefore, argued that it is advisable to lay in good stocks of silks, satins, velvets, etc., at once. As yet he has not raised his own prices, but knows not what moment he will have to do so.

A great auction sale of woollens was held in Montreal on Tuesday and Wednesday, August 28 and 29. The goods were all bread and cheese, i.e., everyday goods, and it is unaccountable how such staple lines should fall under the untender mercies of the auctioneer.

F. F. Kelly, Montreal, has thousands of dozens of the Brais brand of English collars yet in stock to clear at ridiculous prices in his September sale. He had intended to continue the tie business and his stock has been assorted with blacks, white and staple shades for the Fall trade, but all will now be sacrificed.

J. N. Currie, of Glencoe, Ont., has just had some extensive alterations and improvements made in his store. The interior has been thoroughly refitted with all the modern fixtures. The two large plate-glass show-windows have been wonderfully improved by sliding mirrors both back and side of windows. The store is 90 ft. long by 25 ft. wide. Attractiveness and practical utility are excellently combined. The attractive, up-to-date displays show good taste and splendid judgment in buying. The country merchant can hold trade from city stores by keeping the qualities and styles required at the proper time. Recognizing this, Mr. Currie has an establishment that would reflect credit on any city store, and thus secures the trade.

New Warehouse
of ❖ ❖

S. F. McKINNON & CO., Limited

TORONTO.



HOME OF THE LEADERS IN

Millinery, Millinery Novelties, Fancy Dry Goods, and
McKinnon-Made Jackets, Costumes and Skirts.

LATEST UP-TO-DATE GARMENTS.



The above cuts only represent a few of our **Stylish Tailor-Made Garments**. Every number in our entire collection bristles with newness and novelty, and it embraces the latest and most advanced styles produced. See catalogue of our New York styles.

S. F. McKINNON & CO., Limited

Corner York and Wellington Streets,

TORONTO

**The Dry Goods Review
has moved into its
splendid new home at
No. 10 Front St. East,
Toronto, a few steps
from its old address.**

This move became requisite in order to secure larger premises for the accommodation of our rapidly increasing staff and the additions made to our plant, rendered necessary by the increase in size and circulation of all our publications.

We will be pleased to have our friends call upon us when they are in to the Fair, or in the city at any time, and make our offices their headquarters. They may receive their mail matter here if they wish.

THE MacLEAN PUBLISHING CO., Limited.

MONTREAL--Board of Trade.

TORONTO--10 Front St. East.

WINNIPEG--391 Main St.

St. JOHN, N.B.--3 Market Wharf.

LONDON, ENG.--109 Fleet St.

NEW YORK, U.S.A.--150 Nassau St.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

It having come to the knowledge of Sir Titus Salt, Bart, Sons & Co., Limited, that these goods have been sold in Canada through an unauthorized agency, they hereby beg to notify the Trade that this source of supply has been stopped, and that the sole agents for the goods in Canada are :

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto



Clothing and Woollen Trade.

CANADIAN WOOLLENS IN GREAT BRITAIN.

THERE appears to be a general good feeling of prosperity among the makers of the best class of woollen cloths in Canada at present, and no mill seems to be pushing out with greater energy than that at Oxford, N.S., where the famous Oxford tweeds and homespuns are made. The treasurer, Mr. H. L. Hewson, returned a few days ago from Europe and reports a growing demand for his products over there. One Scotch manufacturer of long standing squarely acknowledged that the Oxford homespuns, considering their absolute purity of stock, were selling at prices with which he could not compete, and the fact of a large house having bought a good quantity in an adjoining city at once proved the truth of this. Some of the Old Country mills are very short of orders. One of the oldest firms visited by Mr. Hewson said they were now manufacturing for stock, instead of to order, for the first time in 30 years. Every season finds our own mills turning out goods which surpass previous efforts, and the facts above stated go to support the position THE REVIEW has always taken in regard to Canada being able to make her own cloths from wool raised on her own farms equal to any fabrics in their class made anywhere in the world. Canadian woollen manufacturers have not the reputation of earning very large profits, and certainly deserve ample protection in every way in order to encourage them to go on and develop the trade to such proportions as that they shall be able to enter into the export trade much more vigorously and at the same time maintain a satisfactory scale of wages to their operatives. With this protection, to at least the previous duties, one can easily see how the mill would feel more like investing in still further improvements without being in uncertainty as to what the future has in store for them. The Oxford people have a resident American agent, and we understand that they, as well as a number of other Canadian mills, export quite largely to the United States, notwithstanding the almost prohibitive duty of almost 110 per cent. It will be well if Canadian dealers and consumers encourage in every possible way the manufacturers who are laboring to build up a woollen trade which will stand at the front in competition with the world.

FASHIONABLE MEN'S WEAR IN NEW YORK.

Says a New York writer of the highest authority on fashions: "Last Autumn and Winter were prolific of outer coats which were marked by many changes in shape, cut and finish, some of which will doubtless again be in fashion, while others will give place to an older style or one distinctly new. Perhaps the most noteworthy of all these was the raglan,

which came into favor with a rush during the early months and so far survived the onslaught of later creations as to hold its place during the entire Winter as a smart garment. Not that it remained in the very front rank of fashion, for it became almost too generally popular for that, but it kept its position as a good and serviceable town and country coat until the laying away of heavy clothes in late Spring. The question is what standing the raglan will have in the season to come? Will it be a fashionable evening coat as it undoubtedly was at the beginning of last Autumn? Will it be a day coat? Will it again fill its originally intended mission as a country garment? Will it be long or short, velvet or plain collared, cuffed or cuffless? There have been so many different styles of this overcoat, though all made upon one general type, that it is impossible to tell which will be the most in vogue, even granting that it is to be one of the Winter's modes. That it will be a great deal worn in all its forms there is little doubt, for the average man wears an overcoat at least part way through its second season, unless there is a decided change of fashion, and the large majority of raglans now in existence were made within the past eight months and have still to show any great signs of use.

"The most correct coat of last Winter was cut to hang loosely from the shoulders, and for a man five feet nine inches in height was about 48 inches long. It had a velvet collar about one and three-quarters in breadth, seams double-stitched a half an inch and edges to correspond; pockets placed vertically on the inside and reached through slits, which also enabled the wearer to get at his trousers pockets without unbuttoning the coat; the double shoulder seam running up to a point under the collar, and cuffs two and one-half inches broad with rounded corners. The distinguishing feature of the raglan is, of course, the shoulder seams, running up from each side of the arms to a point under the collar and giving a sloping, cape-like and somewhat round-shouldered look to the sleeves. The coat should hang full and loose, without the slightest suggestion of waist and without flare below. While, as has been said, the raglan of last Winter's make will, undoubtedly, be in evidence during the Autumn, it is by no means certain that it will be smart, or even much worn by the best dressed men, and I should not advise having one made at the risk of being exactly one year behind the fashion.

"As for the Inverness, a distinctly evening coat in vogue several seasons ago, its deathknell was sounded last Autumn, and during the entire Winter there was scarcely one to be seen on a smartly dressed man. Though hardly suited to rough and severe weather, it is a remarkably graceful garment, and in the inevitable turn of fashion's wheel it is certain sooner or

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



WOOLLENS

and

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

... TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East
TORONTO.

JOS. W. WEY,
6 Bastion Square.
VICTORIA, B.C.

The Galt Knitting Co.

LIMITED

GALT, ONTARIO.



Makers of the

"Tiger Brand"

of Underwear, in plain and fleeced effects.

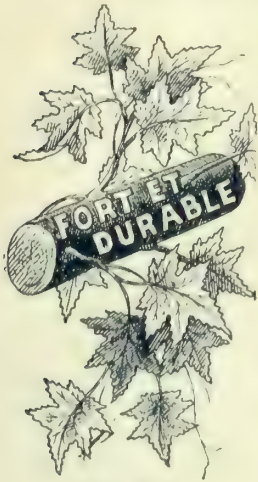


EIDERDOWN SPECIALTIES

and SHOE LININGS.

The Maple Clothing Co

DRUMMONDVILLE, P.Q.



Trade Mark

(Strong and Durable)

Be sure this stamp is on the goods you buy, there is none better made.

Manufacturers of

Blouses

Silk Blouses a specialty

Tailor-Made Skirts and
Jackets

Men's Negligee Shirts

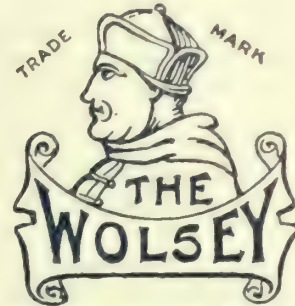
Top Shirts

Whitewear of every description

Overalls and Jumpers
a specialty.

E. Pelletier, Manager, Fraser Building,
MONTREAL.

What is the Wolsey?



UNSHRINKABLE

Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

ALL THE RACE IN ENGLAND.



"RAGLAN."

"BEAVER BRAND" MACINTOSH

The best and cheapest made or sold in Canada.

Sole Manufacturers

The Beaver Rubber Clothing Co. - Montreal.

1490 Notre Dame Street.

CLOTHING AND WOOLLEN TRADE.—Continued.

later to be resurrected and restored to its high estate. This year, however, it is extremely improbable that such will be the case; fashions repeat themselves, but seldom with only one year's intermission.

"Coming to the Chesterfield, a coat which has always kept its place as a popular everyday garment, correct for afternoon or evening, but making no great claim to especial 'style,' I may say without hesitation that it will be as much worn as ever, and in much its old shape. As to its exact finish, however, I should not care to advise this early. There are matters of buttons, seams, pockets and cuffs which can only be determined by waiting until the smart tailors have begun to fill their Autumn orders. It is, for instance, rather doubtful, I think, if turned back cuffs are as much worn this season as last. Like most other coats, there are several different styles of the Chesterfield, varying in length and in fullness of back, one long and loose, which was particularly in fashion during last spring, another with a slight spring to the seams and slightly flaring skirts, another of medium-weight material, faced with silk on the lapels, and the older box-cut style. The last-named model is perhaps the most usual, or at least was so during the past Winter. It was cut single-breasted, with fly front, rather loose and full in the back, and reached about an inch, or possibly two inches, below the knees. The shoulders were broad and square, and the velvet collar was made to set closely around the neck, and was from 1 ½ to 2 inches in width. The edges were double-stitched and no piping was used. The close-fitting Chesterfield was cut to give a slight suggestion of waist, and the lower part of the garment had a slight flare to make it hang well away from the legs. The turned-back cuff was not, strictly speaking, correct on this coat, though many of the long spring coats had narrow cuffs with rounded points. Welt seams and double stitching were usual, as well as side pockets set diagonally. Except on the evening Chesterfield, however, a breast pocket was not usual.

"During the past Spring the most noticeable features about overcoats were length and looseness. The long, full-backed coat in light and dark shades of material and in varying weights, was a great deal worn, the types most in evidence being the long Chesterfield and the Thorndyke. Both were rather new styles and it seems extremely probable that they will be fashionable this Autumn in tan and sage green tones of covert cloth. The principal characteristic of the Thorndyke is its yoke, which forms two points in front and two in the back, the cloth from the end of one sleeve, up over the shoulders, and to the end of the other sleeve being cut from one piece, so that the usual and ordinary shoulder seams are lacking. The coat should be, like the raglan, about 48 inches long for the man of five feet nine, and should hang loosely from the shoulders. For a man of six feet in height, 50 inches, or even 51, would not be too great a length. The collar should be of velvet and the cuffs of the same material as the coat, two and one half inches wide all the way around, finished with rounded corners and without piping. The coat has no breast pocket and the side pockets are set vertically, like those of a raglan. They may be made with slits, if desired, and it is the better way, as they make it possible to get at the pockets of the trousers and jacket without unbuttoning the coat. The coat is, of course, single-breasted and has four bone buttons. Lapels are cut rather high and have the peaks pointed down. This, it must be understood, is the coat of last Spring. It will no doubt be worn during the early weeks, but the style may not last, or there may be changes in it as the

season progresses. You must not forget the fact that I am not attempting to predict Winter fashions, but am simply reviewing the situation with respect to overcoats as it existed at the close of last season.

"Among the other particularly smart coats the Kneed needs especial mention. It differs from the types described in almost every respect, but principally in having a decided waist line, somewhat flaring skirts and a slit at the back finished much like the skirts of a frock coat. It has side pockets, set diagonally and covered by flaps, a small change pocket and a breast pocket without flap. The side pockets are large and deep and may show the stitching on the outside, though there is some latitude allowed as to finish. The seams, for instance, may be plain, double-stitched or strapped. The coat has a velvet collar and cuffs like those of the Thorndyke or raglan. It was extremely smart as an evening coat last Spring made of rather lightweight material in drab and greys, and will probably be again in vogue during the first months of Autumn. The garment has more cut, if I may use the word to express my meaning, owing to the waist and side lines and the flaring skirts, than other styles of overcoats, and on a man of good height and figure it looks exceedingly smart. With it a high hat is the only one possible. With the Chesterfield, the raglan or the Thorndyke one may wear a derby, but this coat is entirely too "dressy," to use a shop expression, for anything but a silk or opera hat, and with it a derby would look almost as much out of place as it would with an Inverness.

"The black or dark grey evening overcoat of moderate weight, cut single-breasted with fly front, was a good deal worn during the latter part of last Winter. Its principal characteristic consisted in the silk facing to the edges of the lapels; in fact, I know of no other overcoat on which facings might be correctly put, though, incorrectly, it is often used on light and dark covert coats. This coat is cut to hang straight from the shoulders, without any indication of waist, but still with no great fullness. The lapels are cut rather high, and the collar may be either of velvet, of silk, or of the material from which the coat is made. In length, it should reach a little below the knees. Pockets may be either vertical, without through stitching of the usual type, square and covered by flaps, except that at the breast. The seams may be plain or slightly overlapped, and there may be turned-back cuffs or not, as one desires. Perhaps the plain sleeve is a bit the more correct. The lining should be of satin throughout.

"It is difficult to imagine, with so many different varieties of outer coats already in the field, how there can be anything distinctly new this season, but still I dare say we shall see some type more or less novel, and a good many slight changes of detail. The early Autumn, when there is just a suspicion of chill in the air, is the time of all others for the short light covert coat, and it is to be hoped that it will be more worn by well-dressed men than it has been in the recent past. That it will be really smart, is, of course, too much to expect, but so easy, useful and comfortable a garment should not be sacrificed on the altar of fashion."

A GOOD EXHIBIT.

The exhibit of tweeds and homespuns made by the Oxford Manufacturing Co., Limited, of Oxford, N.S., at the Toronto Fair is on a larger scale than ever. An extensive buyer of woollens in that city remarked that it really surpassed displays in the same line which he had seen at the Paris Exposition. To the energy and good taste of this mill's selling agents,

PHILLIPS & WRINCH

"Everything
in
Smallwares."

TORONTO.

Specials for Fall Trade.

Everything that you would expect to find in a stock so well assorted and complete as this. We were never in better shape to meet all requirements of a busy Fall. All the staple goods are here—and in widest assortment—with prices that will make profitable buying.

But the success of business with this house, in all seasons, rests on the freshness, newness and novelty of the stocks.

"We deal with Phillips & Wrinch," say the trade, "because they are a very live, up-to-date house and we find so many things that are new in their stocks."

New Oxford and Cambridge Roll-Gold Collar Buttons.

OUR GUARANTEE.

The "CAMBRIDGE Button" is perfectly made and rigid in construction and should not collapse.

As exception proves the rule a new one will be sent in exchange for every Button that does not prove satisfactory either to the dealer or consumer.

Cambridge Button Co.



Here's a leader for the trade this Fall. A handsome roll-gold collar button. It bears the stamp of durability as well as of taste. Every button is mounted on an individual celluloid card, on which is printed the guarantee of the maker. Every faulty button may be returned to us. They are tastily placed on trays of two dozen in each, making a very attractive counter, show case or window display. The price has been fixed so as to make them salable at a moderate figure—a line controlled by ourselves.

Our whole jewellery stock, comprising collar, link and cuff buttons, scarf and stick pins, brooches, baby pins and individual articles and sets, is more complete than usual this year. We do not think prices were ever more favorable to the trade. Something new in jewellery stocks is our "Genuine Goldline," hand made, warranted-by-the-maker, cuff button.

—You know us as being ahead in buckles, belts, bag
—tops and other specials of this kind. Hair ornaments
—of all kinds, side and Empire, back and pompadour
—combs, hair fasteners, hat pins and a thousand and
—one novelties along these lines.

Our travelers are now on the road with complete samples, and the dealer who likes to know that his stocks possess a genuine freshness and reaps the extra trade that comes from this fact will not overload himself in buying until our travelers have been seen.

Sole Canadian agents for the celebrated needles of Wm. Woodfield & Sons, of Redditch, England.

PHILLIPS & WRINCH

5 Wellington St. West, TORONTO.

Ottawa Branch—193 Sparks St.

CLOTHING

SPRING 1901.

OUR TRAVELLERS START OUT IN SEPTEMBER.

M. LEWIS - MANITOBA
GEO. W. PARKER, N.W.T.
W. R. ANGUS, BRITISH COLUMBIA
C. K. BURT, - NEW BRUNSWICK
A. J. RUTLAND, NOVA SCOTIA.

WE ARE PREPARED TO
ACCOMMODATE ANY
DEALER WHO WOULD
LIKE TO SEE OUR SPRING
NOVELTIES.



A POSTAL CARD REQUEST
FOR SAMPLES MAY BE
THE MEANS OF ESTAB-
LISHING REGULAR AND
PROFITABLE RELATIONS
WITH US.

W. E. CHALCRAFT & CO.

MAKERS OF FINE CLOTHING,

PRESENT A MOST ORIGINAL
LINE OF BOYS' AND CHIL-
DREN'S CLOTHING * * *
IT CONTAINS NOVELTIES
WHICH WILL MAKE TRADE.

71 and 73 YORK ST., TORONTO.

Spring 1901.

Our travellers are leaving this month, and will in due course have the pleasure to submit for inspection to the clothing trade our samples for **Spring 1901.**

Our range for this season is unexcelled. We have no hesitation in saying that our travellers will show the finest assortment of up-to-date, stylish and popular-priced ready-made clothing that has ever been shown in Canada.

New and nobby designs, properly tailored, every detail followed out. When our traveller calls on you, be sure and give him a look---it will pay you. Remember, our prices are always lower than the lowest. We strive to give value.

M. SAXE & SONS

Leading Up-to-Date and Popular-Priced
Clothing Manufacturers.

Corner St. Peter and
Lemoine Streets,

— MONTREAL

CLOTHING AND WOOLLEN TRADE.—Continued

Nisbet & Auld, is largely due the success of the displays. The ranges of ladies' costume fabrics made at Oxford are very attractive, and much admired by the ladies.

CANADIAN WOOLLENS DO WELL.

Prominently among the attractive lines for the Spring and Summer trade shown by H. Shorey & Co. was noticed a full line of the celebrated Paton crossbred worsteds. These goods were manufactured by The Paton Manufacturing Co., of Sherbrooke, Que., and certainly reflect a great deal of credit upon Canadian manufacturers.

They came into competition in the Paris Exposition with a number not only of Canadian lines but lines of French worsteds, and were awarded the gold medal over all competitors. These goods are made in the latest shades—blue, greys, fawns, drabs and some very artistic color mixtures in checks, and will be the popular cloth for the coming Spring and Summer trade of 1901.

H. Shorey & Co. have taken time by the forelock in securing an excellent range of these goods, and they are being very largely taken up by dealers in fine woollens for the tailoring trade.

THE CENTURY BRAND.

Clothing buyers interested in men's well-tailored, high-class clothing should inspect the range of samples being placed before the trade for next Spring and Summer by The Lowndes Company, Limited, of Toronto, under the name of "The 20th Century" brand.

It is, certainly, the most original line ever offered for inspection to the merchants of Canada. A specialty of this collection is that, in addition to the regular sizes, it includes such an exclusive range of slenders and stouts.

NEXT SEASON'S CLOTHING STYLES.

In wandering among the clothiers in search of forecasts for the Spring and Summer trade of 1901, THE REVIEW was shown by Shorey & Co., of Montreal, a few of their samples which were already in.

The four-button sack coat is still predominating for business and everyday wear. Coats are cut very much higher than last year, and the edges will generally be double stitched instead of single stitched as last season. The popular style in vests is to be without collar and cut quite high. The width of trousers has not varied much from last season. Fancy solid worsteds, stripes and checks predominate. Some lines of single-breasted sack coats will be worn with double-breasted no-collar vests, but the single-breasted no-collar vests will be the popular style.

The morning coat made with three buttons and worn with vests to match and striped worsted trousers will be the popular garment for dressy occasions when the occasion is not quite sufficiently important to wear the Prince Albert frock. These are made mostly in Clay twills and corkscrews—venetians are not nearly as popular this season.

Some very handsome lines are shown in fine worsted mixtures, drabs, browns, and Oxford greys with woven back in light weights, say from 14 to 18 oz. six-quarter, which were made up in raglan, Piccadilly, and single-breasted long overcoats, all Rigby waterproofed; the nature of the woven back, obviating the necessity of a lining, make these garments not

only a particularly dressy, but a very comfortable waterproof coat for Spring and Summer wear.

For warm-weather clothing, the popular lines will be in light weight, fine cricket flannel in blue, grey and green shades, also in navy ground with white stripes, made unlined with wide facings; vests without collar—when a vest is worn. These lines will be worn chiefly with outing shirt and belt, and the vest will be omitted for extremely hot days.

A BOOK FOR CLOTHIERS.

H. Shorey & Co., of Montreal, are getting up a very complete catalogue for the Spring and Summer of 1901. It is printed on half-tone paper, and artistically illustrated. Their motto, "Not made to order, but made to fit," is printed across the top of the cover. They call it "A Handbook for Clothing Dealers," and as such it is quite complete. Opposite the different illustrations, showing their makes and styles, is a blank page for memoranda of requirements in each line for the Spring and Summer of 1901. If this book is kept, and the memoranda made use of, it will be of great assistance to the buyer in making his selections when the traveler comes around. It is one of the most perfect buyer's memorandum books that we have ever seen.

Across the top of each page is printed in red certain maxims which we commend to the perusal of the dealer in ready-made clothing. The advice is excellent if taken. Such maxims as: "It is easy to get a profit on goods that are well-known and asked for." "A satisfied customer comes again and brings his friends." "Keep only goods with a reputation, and your goods are half sold." "Nothing will give a store such a black eye as to compel a person to keep goods he does not want and with which he is not satisfied." "To hold your trade, keep your stock well assorted." "'We are sorry we are just out,' gets your customer to trade elsewhere." "Put down a memorandum of such goods as you are out of from day to day, so that it will not be forgotten." "The mother buys the children's clothes. A well-assorted stock brings her to your store, and often induces trade in other departments." "Buy your goods from a reliable dealer, and you have taken the first step on the road to success." "Improperly made clothing brings your customer back, but only to grumble." Etc.

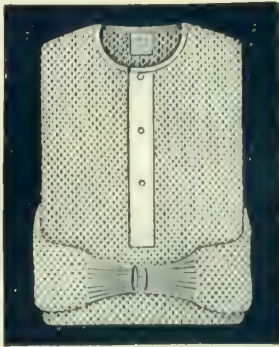
There are 42 pages in this book, and every one of them is of interest to the dealer in ready-to-wear clothing.

A NEW TORONTO WAREHOUSE.

THE REVIEW visited the warerooms of W. E. Chalcraft & Co. and found them very busy with Exhibition visitors. They have paid considerable attention to fitting up their establishment with regard to the comfort and convenience of callers. On the first flat there is a reading room, where the best trade journals and other reading matter may be seen by customers who have to wait. On the same floor they have a sample room, with samples of every garment in the building, so that customers do not have to travel from flat to flat to see the goods. This is an innovation for which Chalcraft & Co. deserve credit.

They are having splendid success with a large range of Irish serges and tweeds imported from Athlone, Ireland. A number of clearing lines should be noticed by retailers, among which may be mentioned some fancy imported tweeds, which they are selling considerably below the regular price. A fine line of Scotch tweeds, with satin-finished lining, which they are clearing at much reduced prices, are of special value.

We Have a Proposition to Lay Before You:



It's an interesting proposition to every merchant who thinks he ought to sell *more good underwear* and make a correspondingly better profit.

In every town and city of Canada (excepting only a few of the largest), we are ready to give the agency and exclusive sale of the *Dr. Deimel Linen Underwear* to *ONE* merchant.

The Dr. Deimel Underwear is no longer an experiment. We have demonstrated and proved to the satisfaction of those who were most sceptical, both in England and America, that the Dr. Deimel Underwear presents the seeming paradox of keeping the wearer *warm in winter and cool in summer*. There are other points, but are you interested in our proposition? If so, write at once and forestall your neighbor.

It means getting *control for your city of the UNDERWEAR OF THE FUTURE*.

The Dr. Deimel Linen System Co.,

2202 St. Catherine Street,

10-12 Bread St., London, E.C., England.

MONTREAL, CANADA.



ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. **Delta Finished** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
3. **Delta Finish** preserves the softness of the wool, and so affords great comfort to the wearer.
4. **Delta Finish** permits the perspiration to pass freely from the body.
5. **Delta Finish** allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,

NEW BASFORD, NOTTINGHAM, ENGLAND.

GREENWOOD & MOULDS

Hosiery Manufacturers

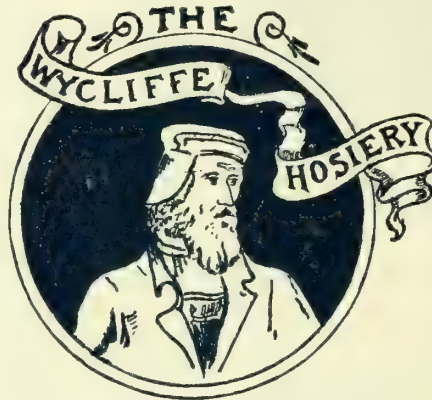
59 Gresham St.

F. Merryweather, LONDON
Manager.

Works: **LEICESTER** and **LUTTERWORTH.**
Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool,
Unshrinkable, has a first-class reputation.



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

DISPLAY FIXTURES.



**WAX
FIGURES
PAPIER
MACHE
FORMS**

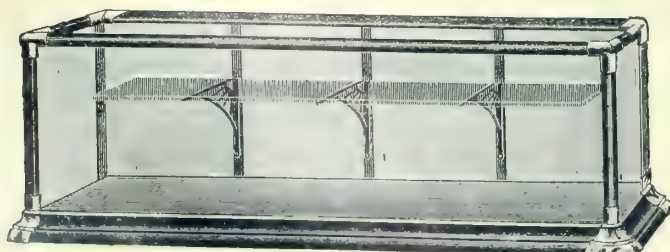
for
Dry Goods
Millinery
Clothing
etc.

Orders
Filled
on Short
Notice.



Millinery Stands, Hat Stands, Ribbon,
Glove and Hat Cabin-
ets, Umbrella Cabin-
ets, etc.

MANTLE RACKS,
Circular and Straight.
Shoulder Hangers in Wood and Wire.



Show Cases and Glass Counters.

Nickel-Plated Stands, Window Fixtures, etc.
WRITE FOR CATALOGUE.

CLATWORTHY & CO., 46 Richmond St.
W., TORONTO.

CAMPBELL'S CLOTHING.

The Best

Workmanship
Trimmings
Style
Value

We will offer through our travellers for

SPRING 1901

Suits from \$6⁰⁰ to \$20⁰⁰

The qualities of our clothing have made the reputation of the largest dealers in the big cities, where competition is keenest.

Do not buy till you have seen our samples.

CAMPBELL MFG. CO.

23 and 25 Cote St., MONTREAL.

MONTREAL WHOLESALE TRADE

S. GREENSHIELDS, SON & CO.

IN their A1 department, S. Greenshields, Son & Co. have a new line of "Kitchener" tweeds in assorted patterns, to be used like a ladas. They ought to be a taking line. They also have some nice new lines of wrapperettes, fancy suitings, and costumes and flannelette skirtings, in the choice of which care and taste have been displayed. Tartan cotton dress goods are in large stock, ranging from low to high prices. They have some new designs in welt suitings that are striking, and their cheviot suitings in different colors and patterns ought to be popular. Quite a range of reversible goods in all colors and good contrasts have just been put in stock, and these include the famous "G & B" brand. They have quite a nice variety of jura fleece goods that are proving to be good sellers, while their jobbing lots include some chincilla goods that are worthy of note.

Spectal attention is being paid to the linen department, and results have already justified its being placed in the best corner of the warehouse. The stock includes full lines of Irish, Scotch and German manufactures, and the preparations for the Fall rush appear to be complete. A nice range of fancy linens, including runners, five o'clock tea cloths and napkins to match, has just come to hand, and will bear close inspection. Of course, one of the best lines in this department is that of J. & T. Alexander, of Dumferline, Scotland, for whom S. Greenshields, Son & Co. have lately been appointed sole Canadian agents. The range of samples is now complete. The damask goods that this firm turn out present an appearance that rivals satin.

In cottons, there are some special lines in white and grey remnants. This firm have cleared out a manufacturer's stock of overalls, and are now offering them at bargain prices.

The fancy goods department is spreading; never did this firm show a more extensive range for the Christmas trade than they do this year. Principal among their holiday goods is a large line of jet belts. Shetland floss is being shown in all colors, and the sale it is now enjoying marks it as the new wool. It is used extensively for capes, baby robes, hoods, jackets, etc. A new departure for this house is the importation of special lines of pipes and harmonicas, which are now in stock. Foreign perfumes have also been placed in stock lately.

Mr. Williams, of the carpet department, has just returned from the continent and brings with him all the latest continental news. Carpets, he says, are very firm, due to increased cost of production. The striking color for the Spring will be blue, which has displaced green almost entirely. Pile carpets are still much shown. The creton printers in and about Manchester have entered into a Printers' Association quite recently and are advancing prices. Curtains, too, are very firm; low-priced qualities being very hard to get, as the firms that have been producing inferior grades have turned their attention to more expensive productions. S. Greenshields, Son & Co., have a special drive in grey blankets just now, in 5, 6 and 7 lb. only. Jute carpets are on sale at old prices.

In their dress goods department, S. Greenshields, Son & Co. have some new French mixtures that present homespun effects, but which are heavy enough for Fall wear. Some

venetians of special finish of twill face have been put in stock in assorted colors. Bon cloths, satin cloths and brocketelles make up the newest varieties of dress goods.

—

AMERICAN SILK WAIST MANUFACTURING COMPANY.

Encouraged by the success that has met their efforts to find a market for high-class articles, the American Silk Waist Manufacturing Company are placing a new waist on the market. This is No. 555. It is made of the best quality of soft, heavy British silk, and its style is the latest New York production. The main features of the front are its two tucks, forming a box plait, and its stitched pointed centre, forming a side effect. The back is neatly tucked in French style, with a waist band attached. There is a dress sleeve with a frill cuff, trimmed with a fancy stitching. The collar is tailor-stitched. The waist is lined throughout and is of best dressmaker finish. It sells at \$2.35 in black; 15 cents extra for colors.

The travelers who are out on the road selling those waists described in last month's DRY GOODS REVIEW say that, although many merchants had already ordered their Christmas goods, yet they were so pleased with the style and finish of these waists that they added to their purchases.

—

KYLE, CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. report that there has been an apparent demand for better goods all through their house. It is not "as much as possible for 25c. please," as it once was. This firm are continually adding to their extensive range of novelties and fancy goods. They are after the newest things as soon as they come out, and the merchant who visits their warehouse will always be able to freshen his stock. The firm do not claim to be always infallible in their determination of the "correct thing," but they do claim to generally have the proper things in their line. Their sales are increasing and dry goods merchants are more than ever recognizing this firm as a reliable authority. Their laces and embroideries for Spring, 1901, are worth seeing, while their stock of dress goods, hosiery, ("Queen's Gate,") fabric gloves, silks, ribbons, knitted underwear and children's woollens, are full and complete.

—

THE GAULT BROS. CO.

The Gault Brothers Co., Limited, are showing a special line of silk rugs that are marvels for the price set on them; a visit to their cotton department, where they are kept, will soon reveal the fact. They have some new imported wrapperettes, in stripes and blockshades, that are the latest things. The other departments are full and up-to-date.

—

Robert C. Wilkins is placing a new "Rooster" brand shirt that merits some attention from those merchants who cater to the trade of workingmen. It is made of goods of good quality and is put together "strong and sure."

—

The Beaver Rubber Clothing Co. have taken a step which we prophesied last month they would take, that of raising the prices of their double breasted coverts. Yet they find difficulty filling orders.

—

F. F. Kelly, 196 McGill street, Montreal, is holding a September clearing sale of certain lines of goods. As Mr. Kelly had purchased largely in new Canadian Fall goods before he decided to clear, he will find it necessary to make generous cuts to sell all that he wishes. Those who have not purchased all their Fall goods can get bargains.

Time to Think

of the Mitt Trade

Won't be long now till the drivers will be blowing on their hands to keep them warm.



They will be thinking of the "Kumforts" they wore last year, and they will want another pair.

How is your stock ?

Got a good assortment on order yet ?

Now don't put it off till the last moment.

"It keeps us knitting" to fill regular orders, but when a lot of customers leave it off till the last moment somebody must be last, and late.

You know the price: \$4.50 per dozen, net 30 days. Just the same price and value as two years ago.

The Hudson Bay Knitting Co.,

30 St. George St.,

... Montreal, P.Q.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

WESTERN Incorporated
1851
... **ASSURANCE**
COMPANY.

FIRE
AND
MARINE

Head Office	Capital Subscribed - \$2,000,000.00
Toronto,	Capital Paid Up - 1,000,000.00
Ont.	Assets, over - 2,320,000.00
	Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade,
MONTREAL.26 Front St. West,
TORONTO.

DYEING DRY GOODS and MILLINERY

Dress Goods, Cloths, Tweeds, Drills, Ducks,
Cottons, and Velveteens,
Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP.

Also FEATHERS, SILKS, VELVETS, RIBBONS, LACES, Etc.

And Garment Work of all kinds.

BRITISH AMERICAN DYEING CO.

Technical, Chemical Dyers and Finishers.

JOSEPH ALLEN, Managing Partner.

Principal Offices—215 McGill St., Montreal.
287 Yonge St., Toronto.123 Bank St., Ottawa.
47 John St., Quebec.

Profitable Business Talks



These are the days of advertising. It is more essential than capital, yet capital can be accumulated or diminished in advertising according as it is wisely or wastefully done. I have added years of experience to years of study in writing and placing advertisements for many of the best and most successful Canadian firms. I should have pleasure in explaining my methods and terms to you, either by letter or personally.

Nora Laughler

Writer of Advertising

9½ Adelaide Street East, Toronto

OFFICE 17.

LINEN UNDERWEAR.

A great deal has been written concerning the influence that different kinds of underwear have upon the health of the wearer. Within the past few years physicians have been experimenting along this line, in an endeavor to discover what material is best for underclothing. Wool, cotton and silk have all been found fault with for different reasons. It is agreed by those best qualified to know, that underclothing should be worn, not as a means of warmth so much as to keep the skin free from perspiration and thus render the wearer less sensitive to colds, etc.

A German physician decided that the most healthful material for undergarments was linen. A method was found by which the flax fibre could be woven into a porous fabric, and this porous linen, or linen-mesh, was used to make the Deimel linen-mesh undergarments, which so many prominent physicians now endorse as being the best material for this use. Dr. Deimel's linen-mesh underwear has now become famous, and the testimonies of many well-known men, as to the benefits derived from wearing it, show that it deserves its good name. Among the most enthusiastic believers in the new system are those who, for years, have worn heavy flannels.

PICNIC OF EMPLOYEES OF TOOKE BROS., LIMITED.

The employees of Tooke Bros., Limited, Montreal, held their first annual picnic on Saturday, August 25, at St. Hilaire. The train pulled out of Bonaventure station early in the morning and carried about five or six hundred people to the picnic grounds, where, blessed by fine weather, the large crowd who generally meet under less delightful circumstances, passed an exceedingly pleasant day together.

The arrangements for the day were most complete. The various events on the programme of sports were keenly contested and entered into with enthusiasm. Flat races were in order for each department, and sack races, potato races, breaking the jug, and a number of other events were thrown open to the entire establishment. Dancing was indulged in to the fullest extent in spite of the excessive heat, and a prize was given for the best waltzing. A baseball match between the factory and warehouse was decided only in the ninth inning, the warehouse capturing the game by one run.

An hour before the return journey commenced, Mr. Tooke presented prizes to the various winners, and a good deal of surprise was evinced when the fine prizes were distributed. There was a beautiful selection of silver-mounted brushes, manicure sets, pipes, canes and jewelry of various designs. On the whole the affair was one of the most successful picnics of the season and it starts off well as an annual affair.

FRANKENTHAL BROTHERS' FLANNEL WAISTS.

There is not a buyer of fine shirt waists in the United States who does not appreciate the importance of the firm of Frankenthal Bros., the waist manufacturers, whose brands, the "Bee-hive" and "Geisha," have been household works in the trade for an age. This firm have met the demands of the public for flannel waists, and are now prepared to submit for the buyers' inspection a collection of stylish and fashionable models of the identical high-class manufacture and dainty appearance which has always marked their productions. The collection of models is sufficiently large in extent to permit confining of styles to large houses in large or small cities. A careful inspection of the flannel waists produced by this firm should be made by every buyer interested.—New York Cloaks and Furs.



PURITAS

A RUFFLED QUILT

Truly a ready sale
and a great offering

Prices from
\$36.00 per doz.
upwards.

Features two rich and original designs to select from in various colorings. Truly a unique collection of beauty and good taste. Write for catalogue and price list, or call at our new office and sample room.



A DOWN QUILT

connection is more easily lost than made. To keep your best trade and have customers come back again and again, saying they want "the same as last time," you must handle certain brands, and them only. "Alaska" Brand is the best. Our down quilts score on the following points:

- Odorless and pure down.
- Largest range of colorings.
- Perfect, fancy stitching.
- Silk thread used.
- Soft, ventilating covers.
- Branding. Aids 50 per cent. to the appearance.
- Downproof.
- (Guaranteed for 10 years.)

You are WELCOME to our

QUILTS AND CUSHIONS

Come and see us at our handsome showrooms, St. James Street, corner Victoria Square,

MONTREAL.

Alaska Feather & Down Co.
Limited.

Hat, Cap and



Fur Trade.

A Glimpse of Spring Styles.

Soon after this issue of THE DRY GOODS REVIEW reaches the hands of readers, the travelers for the wholesale hat concerns will begin to call upon them with samples of the English hats for Spring trade.

There is nothing very startling this season in the way of change in shapes, which seem to be pretty much on the same lines as before. If anything, they are a little larger, although some of the extremely small shapes are shown for the benefit of those who like that sort of thing. It is probable that the staple stiff hat will be about 5 inches in the crown and 1½ brim, with a nice easy roll.

There are a number of new models in soft felts. For example, there are patriotic shapes, such as modifications of the Strathcona and Baden-Powell hats with plain and fancy puggaree bands. In these hats some new colors are shown this season, including Yukon, Victoria, Sumatra, vicuna and citron.

The range of English golf caps this season for next Spring's trade includes some particularly nice lines, and there are a good many large, showy checks which seem to be a prominent feature in this kind of cap.

Linen hats are to be pushed for 1901. They will be shown with fancy bands in models after the 20th Century pattern.

The importers are beginning to get ready their samples in straws, and the English hats of this material promise to be fully up to the average attraction. Chief among these, it is expected, will be the 20th Century shape, a regular fedora in straw. It would not be surprising if dealers have a very good trade with this next Summer, especially in the cities. Some of them have been sold by large retailers this year who confidently predict an increased demand next year. In straws, rustics are thought to have the call again.

English Fur Fashions.

Coats and jackets vary, according to style, from 27 to 42, or even 46 inches, and the loose sacque back will be worn almost to the total exclusion of the tight-fitting garment. The fronts will be either reefer or chesterfield, both will be worn, but at the present time it is impossible to predict which will be the favorite, and it is very probable that they will be equally popular. In regard to material, I have no reason to alter the opinion expressed last month that, for jackets, tweeds will be very popular with the best trade. They are made in browns, greys, and drab mixtures, a very good mixture being a sort of dark blue steel, or grey.

There is likely to be a good demand for capes this season, and in these velvet and lace, and also satin ribbon, will be largely introduced. These will be principally in black, or black and white. A new material introduced late last season is also being shown. It is called velutene, and is in reality a crimped brilliant. It adapts itself well to flounces and frills for capes, and is likely to be used considerably. For colored

cap,es, box cloth and glace silks are being shown, with appliques and passementerie trimmings.

In regard to furs, it appears that necklets will again be worn very considerably, and I was shown a new design in sable, made of three skins. It is made in the first place similar to a two-skin necklet, with the wide ends of the skin joined, making the necklet wide in the centre and tapering to the ends. This is finished with the head and claw fastening on one end and a set of tails on the other. Under the tails is fastened the third skin, forming one long end, with another set of tails at the bottom. The same idea is also carried out in fox, in smoke, celestial, white, grey and black. For all styles of necklets, sable and fox will be the leading furs; racoon and skunk being used in large quantities for the cheaper trade.

There are strong indications that fur capes will be worn very largely. It is several years since these have been used to any extent in this country. Why, nobody knows. It is one of the most convenient articles made for this climate, and should be more staple.

Fur coats will be worn in the same shape as cloth—that is, 27 to 30 inches long, with loose backs. This is such a decided change from the short bolero jackets of last year that it will be necessary for all who desire to be "in the swim" to invest in new furs, and so the fur business bids fair to be a record one, and good in all lines. Caracul, Persian lamb, sable and mink will be the leading furs for coats, capes and mantles.—London correspondent of Cloaks and Furs.

Fashion in Wearing Hats.

Said a New York man of fashion the other day: "For years the Prince of Wales has been wearing Alpine straws; you will find one man out of a dozen who will attempt them in this country. They are stiff and they can only be worn by men with peculiar shaped faces, a bit round and even then not too broad. The Panama hats are as old as the hills, in the South; the man to wear them should be tall and have a rather long face. I think they are excellent hats, and the real Panamas are very expensive, but I see a cheap imitation already on the market. When anything becomes so distinctive as a Panama hat, the universal adoption of it decreases its chances of remaining long with us. I never have my top hats made in the very latest fashion, but I always have my block and I have the shape modified as I do that of my shoes. The principle is the same as that used by the tailor who cuts my cloth for my coats and trousers, or the haberdasher who chooses or assists me in the choice and the design of my shirts. I do not know how often I have spoken of tall men wearing vertical stripes and making themselves look like zebras, and ugly ones at that. Did I say zebras?—I really meant giraffes."

On Wednesday, August 29, Mr. W. H. MacGregor, traveling representative of James Coristine & Co., Montreal, was married to Miss Martell, of that city. As a token of the good

Our Illustrated Catalogue of FUR GARMENTS, CAPES, NECKWEAR, etc., for season 1900 will be issued shortly. Send for one. You will find the styles are up-to-date and it will pay you to write us for prices.

EDGAR, HATS and FURS.

CORISTINE & CO.

517-519 St. Paul St., MONTREAL.

Successors to GREENE & SONS COMPANY.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool.
Calling at Quebec and Rimouski, P.Q., and Queenstown, Ireland, each way. To
embark and land Passengers and Mail.
"LAKE ERIE" and "LAKE CHAMPLAIN" (New
9,000 Tons, Twin Screws

From Liverpool.			From Montreal.	
Tuesday,	Aug. 21	MONTEFORT	Friday	Sept. 7
"	" 2	LAKE CHAMPLAIN, New, 9,000 tons	"	" 14
"	Sept. 4	LAKE MEGANTIC	"	" 21
"	" 11	LAKE SUPERIOR	"	" 28
"	" 18	LAKE ONTARIO	"	Oct. 5
"	" 25	MONTEFORT	"	" 12
"	Oct. 2	LAKE CHAMPLAIN, New, 9,000 tons	"	" 19
"	" 9	LAKE MEGANTIC	"	" 26

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

Special Notice. The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government, will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

THE CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirts, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

CLOAKS AND SUITS

During the Fair and Millinery Openings.

TO THE TRADE

We cordially invite criticism of the
best buyers at our Sample Rooms

No. 14 Melinda Street, Toronto

(Opposite the Globe Building.)

Your visit will be greatly appreciated by our travellers
and ourselves.

THE VICTOR MANUFACTURING CO.

Cloaks, Suits, Misses' and Children's Garments.

QUEBEC, P.Q.

BATTING...

Guaranteed free of Threads and other
weak and lifeless stock

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for.

**North Star, Crescent
and Pearl Batting.**

THE GLOVES THAT
SELL

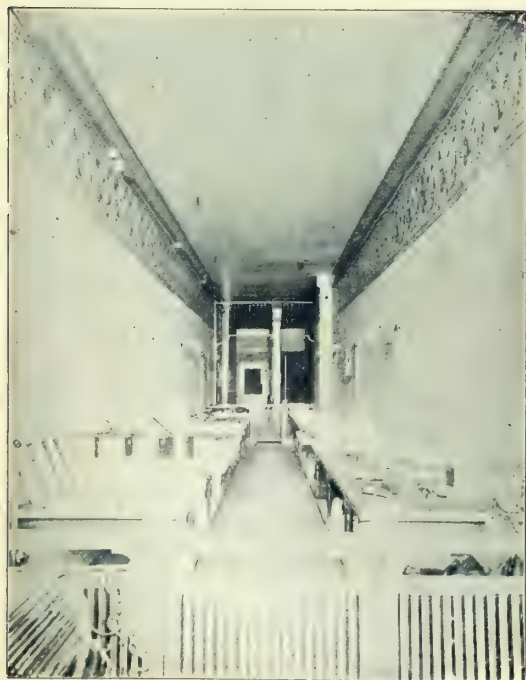
PEWNY'S

DON'T FORGET TO
GET A GOOD ASSORTMENT
EARLY FOR FALL.

Styles the Latest.

S. Greenshields, Son & Co.

MONTREAL and VANCOUVER.



Luxfer Prisms successfully lighting
store 100 feet long.



Ordinary glass made the store unrentable
without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.

WRITE FOR

CATALOGUE

JUST OUT

FANCY GOODS

DOLLS, TOYS.

XMAS NOVELTIES

GLASS and CHINAWARE.

NERLICH & CO.

35 Front St. West,

TORONTO

Returned from 1111 Front St. W. 1907. no red in sep 9

HATS AND CAPS—Continued.

wishes which they extended on this auspicious occasion, the travelers and employes of the firm assembled in the upper sample-rooms in the warehouse on the honoring of his wedding day, and presented Mr. MacGregor with a case of sterling silver tableware and another of silver-mounted carvers, accompanied by a fitting address. Mr. MacGregor's many friends, and particularly those on the Lower Ottawa, upon whom he calls frequently on business matters, will be pleased to hear of the happy event and the recognition of his popularity he has received. THE DRY GOODS REVIEW joins in wishing joy and prosperity.

Melekin Manis, merchant, St. Lawrence street, Montreal, has assigned on demand of Mrs. Rosa Simons. The principal creditors are A. A. Allan, Toronto, \$823; A. Fred, Montreal, \$291; Union Hat Manufacturing Co., St. Johns, \$239; Royal Hat and Cap Manufacturing Co., \$128.

TAILOR-MADE COSTUMES

During the past few years these garments as turned out by first-class manufacturers have reached such a state of perfection as to fit and finish that most ladies who wish a "swell" garment have worn nothing else. When one considers that the very best talent is sought after for the designing, etc., of these garments it is more readily understood why they should supersede those made by the average dressmaker, not to mention the much lower price quoted on account of the large quantity turned out. Boulter & Stewart show a very extensive line of these garments, and the large number of repeats received is surely an indication of the satisfaction they have given.

A BOOKLET OF CLOAK STYLES.

The Victor Manufacturing Co., Quebec, P.Q., are a "new house with a new policy." Their policy is to run their cloak manufacturing business on the same basis as the prominent New York houses. With this idea they have established themselves in the city of Quebec for the making of cloaks and suits for women's wear, and are turning out garments which are likely to make the new company successful from the start.

Their catalogue for 1900-1901 is just out and is a credit to the firm. The letterpress is neat and tasteful, and the half-tone fashion plates, with which the catalogue is fully illustrated, are better than the average Canadian publication in this line. Each plate is numbered, and on the opposite page is a further description of the garment illustrated. A price list for the use of the trade is enclosed in the catalogue. It would be to the advantage of any retailer who has not received a copy of this catalogue to send to the company's offices at 308 310 St. Joseph street, Quebec, and see what the Victor Manufacturing Co. have to offer.

TOOKE'S VIGORAL SHIRT.

This new cloth, confined to this firm for Canada, is going to test the destructive power of steam laundries. It is claimed to be the best value and most serviceable material ever offered in Canada, and the shirts should be bought early as they will be grabbed up by every merchant.

NEW CATALOGUE.

John Northway & Son, Limited, have issued their Fall catalogue showing some specially handsome designs in ladies' suits. The junior member of the firm has lately returned from New York, and is producing some very handsome garments. If you are interested in their catalogue, it may be yours for the asking.

NEW WALL PAPER DESIGN.

In this issue is illustrated one of the Watson, Foster Co.'s successes of the present selling season. Nothing can be more beautiful and artistically effective than this design in natural rose colors, applied to rooms in which muslin curtains, white enamel furniture, Japanese matting, etc., form the foreground, leaving to the walls the entire color relief. No doubt, this pattern will be much appreciated.

TOOKE BROS., LIMITED, ST. HENRY, QUE

The immense establishment of this firm is now in perfect order, all the difficulties (and they were many) connected with moving have been overcome. Perfect system and smoothness in the working of their several departments is apparent even to a reporter.

The superintendent informs us that all advance orders for the Fall trade will be delivered complete by September 10 or 15. The Fall output will be by far the greatest the firm ever experienced. Goods are now being cut and manufactured for Spring 1901. As far as human experience can tell, orders placed when samples are first submitted will be filled complete early in the year. The firm freely admit that their customers and friends had much to contend with during the past season, owing to the late and broken deliveries. They desire us to express their regret that such should have happened, but the fault was not really theirs, the great trouble being the impossibility of getting iron, dimension timber, etc., for their new building; so difficult was it that the building was only handed over to them in January of this year, instead of September of last.



One of the successful novelties in the Watson, Foster Co.'s new line, a most beautiful and natural rose, and, when shown on a white ground in yellows, greens and reds, is particularly Spring-like and refreshing.

F. F. Kelly, 196 McGill street, Montreal, has a stock of laces, belts and purses which are to be sold at discounts ranging from 25 to 50 per cent.

The gold medal of the Paris Exposition has been awarded John Bright & Brothers, Rochdale, Eng., for their plushes and carpets. J. Sproul Smith is the Canadian agent.

The Beaver Rubber Clothing Co., of Montreal, announce that next month they will commence selling rubber coats especially adapted for the use of drivers and conductors, or anyone who is outside daily. They are at work upon samples.

PERSIAN LAMB JACKETS.

We are early buyers, and as such anticipated the recent heavy advance.

There is a style and grace of outline in our jackets not seen elsewhere.

If you want to place special orders write us.

JAMES CORISTINE & CO., Limited.

WE ARE KNOWN

To the trade as manufacturers of "High-Grade Furs." Of course, we make medium-priced goods also. But, high and low alike, all our goods are manufactured on our own premises by skilled workmen under competent supervision.

JAMES CORISTINE & CO., Limited.

OUR MEN'S FUR-LINED COATS

Are made of excellent quality of Beaver, trimmed in Otter and Persian, lined with Muskrat, Mink and Marmot.

Fit and Finish all that can be desired.

JAMES CORISTINE & CO., Limited.

CAPES AND CAPERINES.

Never before had we such a variety of these dressy garments.

All Furs. All Linings.
Special Prices.

JAMES CORISTINE & CO., Limited.

FUR COLLARETTES.

We have them. All Furs. All Styles. All Prices. They brighten up your stock and are sure sellers. Refer to our catalogue.

JAMES CORISTINE & CO., Limited.

JAMES CORISTINE & CO., LIMITED

Fur
Manufacturers,

469 to 477 St. Paul St.,
St. Nicholas St.,

. . MONTREAL.

OUR FALL CATALOGUE.

Will be in the hands of our customers shortly.

If you do not receive one write for it.
It contains many styles exclusively "Our Own."

JAMES CORISTINE & CO., Limited.

ASTRACHAN JACKETS.

The rapid increase in our output testifies to the excellence of these garments. They are "made on honor." Every garment guaranteed.

JAMES CORISTINE & CO., Limited.

CLOTH CAPS.

For Fall and Winter wear. We have them in endless variety and price.

The demand for these goods this season is unprecedented. We are equal to the occasion.

JAMES CORISTINE & CO., Limited.

IT IS NOT ENOUGH

That we do "as well" as others. Our aim is to excel. We give values that are exceptional, and our customers stay with us.

JAMES CORISTINE & CO., Limited.

WHY WE ADVERTISE.

Just to impress upon you what you already know—that our goods are sold by the best dealers in the Dominion.

JAMES CORISTINE & CO., Limited.

DOWN**WOOL****COTTON****COMFORTERS**

**Bed Pillows
Cushions
Cosies and
Head Rests.**

**SWAN BRAND**

**Everything
new in
Coverings
this season.**

LETTER ORDERS PROMPTLY ATTENDED TO. PRICE LISTS ON APPLICATION.

ASK TO SEE OUR ALBUM OF DOWN COMFORTER DESIGNS.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.



The
✻

Millinery Season

Mantles, Trimmings and Laces.

THE MILLINERY OPENINGS.

THE millinery openings were well attended this year, and the weather was fine, although hot, so much so that visiting milliners found it pretty warm work looking over models and taking notes. They united, however, in pronouncing the displays of millinery, especially the trimmed hats, to be well worthy a visit to town, and good orders were placed at all the houses. Buyers came from as far east as Nova Scotia and as far west as British Columbia. THE REVIEW'S representative has visited the leading millinery emporiums, and has had some interesting chats with the managers of those concerns. There will be found in this issue some valuable information regarding the new millinery which will be of service to those who have not so far visited the markets in person.

S. F. MCKINNON & CO., LIMITED.

S. F. McKinnon & Co., Limited, held their millinery and mantle opening on August 27 and following days, and reported to a representative of THE REVIEW having had a most successful opening, and said that by 9 o'clock on Monday morning their large showroom was crowded with buyers who meant business, and that by noon the half of their large stock of trimmed patterns had been sold and taken from the stands.

"Usually on such occasions the first day is largely taken up in looking at and selecting patterns. This season good, solid buying was done all the way through from Monday morning until Friday night. One feature very noticeable to us and what we were pleased to see was the large number of buyers from a distance, both from the east and west, showing clearly that this is the great millinery and mantle centre of the Dominion. Buyers are in good spirits, and the great majority hopeful for a good season's trade. This is the last day of the month, and you ask how will it compare with the corresponding month of last year. To that we can only answer that we never had a month equal to this, being the most successful in our business history.

"Speaking strictly of millinery, ready-to-wear hats are in great favor with the trade, and promise to have a good inning. Dress shapes have been equally strong with us, having had a hot week second to none in our history. In the manufacture of high-class millinery, silk velvets, as we expected and hinted to you when we had our last chat a month ago, will be largely used. In fact, you may put it stronger, and say that it will be a great velvet season. Panne effects have done well, but plain silk velvets in black and colors will be prime favorites.

"Fancy braids in chenille and sequin effects are popular, running from 1 to 18 in. wide.

"Arriving at hat ornaments, breasts head the popular list, and include pheasant, gull, pelican, merle, hackle and grebe effects. Birds, in gulls, sea pigeons, merles and parrots will demand a first place. Other favorites in this class are feather bands, crowns and brims, feather pompons, paradise plumes, gull wings, eagle wings and ostrich feathers—single tips and three-quarter feathers.

"A few of the leading colors are: Colinette, vieux-rose, lezard, castor, reseda, fawn, blues and browns. Black and white have been in good demand, and promise to be a big feature of Fall trimming.

"You ask if we have had the same success in our cloak department. Buyers from all over the Dominion were attracted to our mantle department; many who had previously selected from sample adding new numbers to what they had already bought. Many who have not been handling our goods called, examined our stock, and were convinced that McKinnon-made jackets, costumes and skirts were simply indispensable where a first-class trade is to be done.

"With regard to leading colors in jackets, black, of course, has the first call. Fawn and castor shades come next, and promise to be very popular as the season advances. We also find navy good."

THE D. McCALL CO., LIMITED.

The result of the millinery opening in The D. McCall Co.'s establishment was the total depletion of many lines of their stock, which they have been forced to lay in again in a hurry.

In trimmed hats, styles were all large. Breast effects and stripes sold particularly well. A line of toque hats, with turned-up face, and black feather trimming was bought up quickly. Sequins were also regarded favorably. The Russian turban, made with fancy material appliqued in felt, velvet side trimming and large black rose crown, was one of the most popular hats. Large black hats with colored facings, tan, cream, pink and blue velvet, with a narrow ribbon tied in large bows and tips, were also favorites.

Lace trimming was also bought considerably, Irish point, Battenburg and renaissance lace, in cream color, being the principal lines used.

Velvet trimmings ran mostly to pastel greens, pinks, browns



FALL STYLES.
The D. McCall Co., Limited.

You don't need to IMPORT

American Silk Waists

We manufacture them
right here and save
you the duty.

We can supply you
with the highest class
goods, same as are now
offering in New York,
at 40% less than the
American price.



THE . . .
AMERICAN SILK WAIST MFG. CO.

323 St. James Street,

Samples on application.
Prompt attention to Letter Orders.

MONTREAL.

M. MARKUS

IMPORTER

Foreign Manufacturers' Agent.

The WHOLESALE and MANUFACTURING TRADE please
note that our stock is complete in

**SATINS, SERGES FOR LININGS
COLLAR VELVETEENS**

Silk Collar Velvet

**PADDING FELT, COLORED LINING FELT
MANTLE FELT.**

We carry the largest stock in —

TAILORS' TRIMMINGS

as: PANT BUTTONS, OVERCOAT, COAT AND VEST BUTTONS,
MANTLE, SHIRT, AND DRESS BUTTONS, in Metal, Compo, Bone,
Pearl and Covered Cloth; BUCKLES, CLASPS, CHAIN AND WOVEN
HANGERS, RUBBER TISSUE, CHALK, WOVEN NAME LABELS,
PANT PROTECTORS, HOOKS AND EYES, Etc., Etc.

FOR IMPORT —

HOSIERY, GLOVES, SILKS, SATINS,
VELVETS, DRESS GOODS, LACE, Etc.

30 Hospital St., - Montreal.

Toronto: 3 WELLINGTON ST. E.

ILLUSTRATE YOUR ADVERTISEMENTS. ILLUSTRATE YOUR PRICE LISTS. EMBELLISH YOUR ADVERTISING MATTER WITH ILLUSTRATIONS OF YOUR PRODUCTS.

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut from photograph or yourself of the interior or exterior view of your store or building or of any article of merchandise? If so, write for estimate. Send photo, if possible and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it. Write to-day. Don't wait.

Electrotypes size of those shown in this ad. will be sent with postage and duty prepaid at the following prices:

Less than 10, 25c. each.	From 25 to 49, 23c. each.
From 10 to 24, 24c. each.	From 50 to 99, 22c. each.
100 or over, 21c. each.	

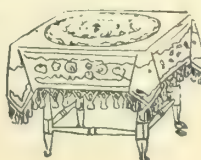
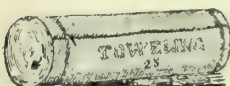
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Half-tones, Zinc Etchings, Electrytyping, and Stereotyping.

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Electrotypers and Photo-Engravers.

THE PUGH CO., 67 Yonge St., Toronto, Ont.

Distributing Agents for the Dominion of Canada.



MILLINERY—Continued.

and castor. There was a large demand for panne velvet in blues and serpent green. Plisse velours was largely used in all shades. Plain silk velvet for Winter millinery is still the leading trimming. A French felt, with rows of fine silk braid about two inches apart, is a popular trimming and was bought in all colors.



FALL STYLES.

The D. McCall Co., Limited.

Feathers, of course, were the leading trimmings. Grebe pompoms with paradise tuft in the centre, ostrich feather pompoms, with natural rose centre, and also plain ostrich pompoms were very popular. There was a heavy demand for large natural gull wings for ready-to-wear hats. Natural shades in feathers seemed more popular than colored.

Pheasant breasts, guinea fowl natural feathers, and large fancy quill effects were favorites. The McCall people experienced a greater demand for birds, both for ready-to-wears, dress hats and toques, than they have for a good many seasons.

Large buckles, as long as six inches, in steel and jet, were also good sellers. Sequin and chenille trimmings, in black, and black and colors, had a large sale, the black and steel going especially well.

Although feathers are the principal trimming for the season, there has been a large demand for ribbons. The velvet and satin ribbons in all widths were the most popular. Wide Liberty ribbons, satins and taffetas, and a new ribbon called the "Chantilly," with a crepe effect, were all in good demand. The McCalls have a lot of the latest French importations in ribbons, which are of the shot variety. Their buyers in Paris say that this is being shown to a great extent there. It may be that the shot ribbon is to be revived. The feature of the ribbon trade, however, is the immense demand for the velvet and satin black ribbon mentioned before. This is being used for ladies' ties as well as for trimming.

In ready-to-wear hats the stitched-felt "Ladysmith" with polka-dot trimming, and other military hats, were the chief sellers. There was a pronounced demand for pure white stuff in the ready-to-wears.

JOHN D. IVEY CO., LIMITED.

The opening with The John D. Ivey Co., Limited, was very successful, and buyers thronged the warehouse and show rooms expressing great pleasure at the tasteful display of high-class millinery. In conversation with this firm we heard a number of very interesting remarks on the styles shown and which promise to be successful.

The large black hats predominate, decorated with ostrich plumes. One of these hats, in the extreme of style, drooping to a point at the left side, outlined with an ostrich feather, and with bell crown veiled with black tulle, trimmed with a barbe of escorial lace and six handsome amazon feathers confined to the brim with an alsace bow of black ribbon velvet and held with an Egyptian buckle.

Fur is much used in trimming hats, as was expected at the beginning of the season, and there is a touch of fur in the trimming of both toques and turbans, as well as large hats. Fur goes with real lace, Luxembourg or Cluny.

The Watteau is a novel turban effect, called so, because of the box pleat which falls flat on the hair at the back. The Tricorn is a clever toque effect, the rim being made of mink skins, and the draping of the crown a brown mandarin velvet, veiled with Cluny lace.

There are some exceedingly tasteful walking hats this season. A feature in them is the fact that they are so artistically draped that the rude outline is concealed. One of these has a draping of velvet raised high on the one side, held close to the brim with a cut-steel buckle, and the fulness of this draping narrows off on the right side until it goes into a point, the crown being made of a bandeau of chenille and jet embroidered. The decoration was of three black ostrich pompoms at the back.

Another pretty walking hat is black velvet with felt draped, the crown coming to a sharp point at the back and falling flat on the hair, with a cut steel buckle and a long steel quill at the side going the entire length of the hat. A handsome picture hat had a Gainsboro' brim with an almost flat crown, the rim draped with sequin net and velvet, the outside of the brim being an ostrich feather, black osprey and black ostrich pompoms. All the hats have the drooping effect at the back or else the mushroom design. Another picture hat with the new ostrich velvet (so called on account of its glossy black shade) facing and crown of black fur felt, draped and confined in shape with steel buckles. The decoration was three Amazon ostrich feathers falling softly over the brim and a bow of black satin ribbon. Yet another picture hat had a flat brim, drooped at the back, and made out of fine folds of black ostrich velvet and faced with white panne and pearls, the trimming being two large Amazon feathers and black and white Luxembourg embroidered lace.

A black velvet hat, made specially for a bride, was large in size with a Gainsboro brim and having a soft crown of black ostrich velvet. Another taking creation had a flat double brim of castor velvet drooping at the back, the crown of alternate folds of castor velvet and castor taffeta silk, the trimming with gold embroidered velvet and a knot of emerald green velvet holding in place two quills of humming-bird decoration.

The new sailor hats have the drooping effect both at the back and the front. One of them was prettily trimmed with the pastel effect, and held in place by a buckle and an Amazon quill. On sailor hats, milliners employ velvet along with felt.

The material noted last month as "shoelace braid" has sold very well, and is much sought after. It widens out in the working, and is used in frills around the brim. A model which was much admired was a large castor hat slightly rolling off the face and drooping at the back. The brim was made of handsome cream passementerie, veiled over and under with cream chiffon. The edge of the brim, over and under, is two shaped pieces of castor velvet to imitate a binding. The crown is a soft drape of castor velvet, the trimming is castor felt and velvet knotted, and the decoration is two Amazon feathers in castor, also. The under brim trimming on the bandeau is of mandarin velvet and an antique buckle. This same design, which was much admired, was also seen in a black hat.

Another model was a toque turban of castor and ciel velvet, overshadowed with castor and gold passementerie for the crown. The brim was first made of blue velvet, over which were very handsome knots of castor velvet. The only decoration was a castor and blue bow on the back of the hat. In one pretty toque the trimming was entirely of royal purple, and steel buckles prettily caught in the draping. The crown was just a succession of bows of ribbon of lighter shades, graded from large loops at the front to smaller ones at the base of the crown. The peculiarity of this style is that it requires no decoration of quills or wings.

One of the new materials is crimped satin. Two shades of green which employ together on a toque of green are Parnell and Penal Laws. Mandarin or burnt orange and lighter shades of yellow work together. Two shades of purple are also employed with effect. Two shades of blue, namely, wedge-wood and natural, go together. Black and white are as popular as ever.

A feature this season are very long handsome quills, both plain and decorated, some go right around the hat with some to spare, and are nearly a yard long. Gull wings and gull birds are much used, and the novelty in these are the combinations of grey and yellow, grey and pink, grey and green. Long buckles, as long as 10 inches, are a feature. The finer fabrics, such as tulles, nets and gauzes, both plain and embroidered, are used with velvet and felt. Silk, with polka dots, was much in evidence for trimming ready-to-wear hats.

GALE MANFG. COMPANY

TORONTO.



Our extended premises, which give us 12,000 square feet additional floor space, to be occupied

Sept. 15th.

Whitewear,

Shirt Waists,

Wrappers,

and Dress Skirts.

OUR
TRAVELLERS ARE ON
THE ROAD FOR
1901.

14, 16, 18, 20, 22 and 24 Mincing Lane.



THE CANADIAN COTTON MARKET.

THERE is a great deal of talk in the trade about the cotton outlook. Owing to the high price of raw cotton, there is general reluctance on the part of manufacturers in this country to admit that the prices of fabrics will fall, even for the Spring season. They argue in this way: That all Spring price lists are not yet arranged in Canada, that raw cotton promises to be from 2 to 2½c. higher for the new crop than it was last year, that the English cotton markets continue firm, and that, when prices are actually settled in Canada for the early months of 1901, they may be even higher than they are now. This is a manufacturing point of view. Due allowance must be made for the uneasiness entertained in case the fall should be supposed to presage a like fall in cotton. This is not probable. But there is no reason why the plain facts of the matter should be overlooked.

The outlook is favorable for firm prices in cottons in the main, although there are prospects of shading values for Spring, both in some lines of white and grey cottons and colored cottons. As the season advances, and the situation in the United States tones up, there may be an advance here. For the present, however, there are a few lines that are quoted lower for Spring, although the bulk of the quotations show a perfectly strong market. For example, in shirtings prices show a drop of from perhaps 5 to 10 per cent. in denims, some lower-priced lines are quoted 5 per cent. lower; higher grade tickings are about 1c. per yard less, while there is recorded a shading in the prices of some lines of cottonades, galateas, oxfords and apron gingham. But, on the other hand, we hear of no lower quotations in a lot of stuff such as flannelettes, saxonys, domets, shakers, eiderdowns, sheetings, blankets, yarns, etc. Any reductions reported in Canadian stuff are, doubtless, due to the recent changes in the United States, and to the necessity of meeting the prices of American fabrics when laid down here. If the situation improves here our mills are certain to follow suit, so that those who argue that prices will probably be firm for Spring of 1901 in Canada may not be far astray. At the moment, however, the reductions referred to are undeniable. It is just as well to be perfectly frank in the matter. The Canadian mills are turning out some beautiful fabrics for Spring.

CANADIAN WOOLLENS.

The woollen business is fairly active. The reduction in tariff, coupled with slow business in England, has produced rather an adverse effect on the trade generally. The low-priced labor of Yorkshire, and the extraordinary mixes put into men and women's wear there, are having anything but a wholesome effect upon the trade of the mills here. English goods have always come into this country, but the better class of Canadian goods now has fast dyes, and, as far as quality goes, cannot be beaten.

SPRING PRICES OF GINGHAMS.

Wholesale buyers are now looking at the new samples of gingham. As noted elsewhere, these goods will in future be sold by the mills to wholesale buyers, on condition that prices

to the retailer are not cut, but that regular prices prevail. This condition lasts up to June 1, 1901. The quotations for Spring, just out as THE REVIEW goes to press, are as follows:

No.	Price.	No.	Price.
61	6½	74	11½
62	8	75	11½
63	10	76	11½
64	10	77	11½
65	10	252	13
66	10	83	21
73	10	84	25
67	11	85	36
68	11½	86	36
69	11½	92 Lawn	6½
71	11½	95 Chrambray	10
72	11½		

The terms on which the above are to be sold are: Four months April 1 on all goods delivered prior to that date, and four months first following on goods delivered after April 1 and up to June 1; or 4 per cent. cash discount 30 days, or prepayment at the rate of 9 per cent. per annum.

COTTON STOCK QUOTATIONS, SEPTEMBER 1.

	Share.	Half-year dividend.	Sellers.	Buyers.
Montreal Cotton	\$100	4 p.c.	140	134
Canadian Colored Cotton	100	3 p.c.	88	74
Merchants' Cotton	100	4 p.c.	130	125
Dominion Cotton	100	3 p.c.	90	87
Colored Cotton Bonds		3 p.c.	100½	99½

DECLINE IN FRENCH DRESS GOODS.

Reports of decline in the prices of French dress fabrics are again current. It appears that two great French centres of the manufacture of woollen goods—Roubaix and Tourcoing—are in the throes of financial disaster, due to reckless speculation. The wool gambling fever took hold of the business houses last Summer when wool rose steadily without apparent reason until, in August, the price reached the high-water mark of 6 frs. 70 centimes per kilogram. Speculators for a rise lost their heads, and there were daily purchases of a million or a million and a half kilograms. The manufacturing business was dislocated owing to the extraordinary fluctuations in the prices of material. Abundant warnings were given that the fictitious values would inevitably lead to a slump, but they were unheeded until the collapse occurred; and wool stands at 2 frs. per kilogram below the August prices. The amount of wool bought blindly by Roubaix and Tourcoing firms reached the fabulous total of 40,000,000 kilos, which means a deficit of 80,000,000 frs. Thirteen firms are already in the hands of receivers, one house alone losing 8,000,000 frs., and several others are tottering.

CANADIAN OILCLOTH PRICES.

ENAMELED OILCLOTH.

	In 12 yd. pieces.	Widths.
	5/4	50 in. 6/4
	Cents.	

Black, bright (glazed) and dull finish, per yd.	19	21	25
Black, patent face, per yd.	24	25	..
Browns, greens and maroons, per yd.	24	27	31*
Russet and tan, per yd.	24	27	..
Blue, yellow and red, per yd.	31*	35*	..
Scarlet, white and crimson, per yd.	43*	48*	..
White sign cloth, per yd.	19	..	25

Drills.

Black, bright (glazed) and dull finish, per yd.	24	26	32
Black, patent face, per yd.	27	29	..
Black, tan back, patent face, per yd.	33	..	..
Black, figured back, per yd.	29	32	37
Black, brown back, per yd.	32	34	39
Browns, greens and maroons, per yd.	33	35	40*
Russet and tan, per yd.	33	35	..
Blue, yellow and red, per yd.	38*	42*	..
Scarlet, white and crimson, per yd.	50*	56*	..

Ducks, etc.

Black, bright (glazed) and dull finish, per yd.	30	32	37
Black, patent face, per yd.	34	37*	..
Black, figured back, per yd.	35	37	42

W. R. JOHNSTON & Co.'s

REGENT SUITS

AND

REGENT OVERCOATS

have brought out in bold relief their ability to make first-class clothing and also demonstrated the readiness of the trade to purchase up-to-date goods.

Original orders are being rapidly completed, and we have arranged to be well prepared for "repeats" by mail, through travellers, or by personal selection.

We have also in view the approaching Spring campaign, and our clients may confidently rely on our samples being the result of a comprehensive study of clothing possibilities, based upon the unqualified success of our new departure of the present season.

W. R. JOHNSTON & Co.

TORONTO.

THE MARKETS—Continued.

Black, brown back, per yd.....	38	40	44
Browns, greens and maroons, per yd	40	42	46*
Russet and tan, per yd	40*	42*	..
Oiled, for wagon tops, 50 yd. lengths, per yd	..	..	44
Black moleskin, patent face, per yd.....	78	..	..

*Lines made to order only.

CANVAS STAIR OILCLOTH.

	Widths—		
	2/4	5/8	3/4
	Cents.		
Canvas back.....	09½	12	14½
Painted back.....	13	16½	20

Lengths of pieces 30 yards.

Terms: Cash, less 3 per cent. in 10 days.

TABLE, SHELF AND COTTON STAIR OILCLOTHS.

	Widths.	
	5/4	6/4
Fancy mosaics, per piece of 12 yards	\$2 40	\$3 40
Fancy marbles, " " "	2 40	3 40
Fancy Woods, " " "	2 40	3 40
White Marbles, per piece of 12 yards	2 60	3 60
White Muslin, " " "	2 60	3 60
Colored Muslins, " " "	2 60	3 60
Bronzes, " " "	2 60	3 60
11 in. wide.		
Shelf oilcloth, " " "	0 65	..
Shelf oilcloth, " " 24 "	1 30	..
15 in. 18 in.		
Cents.		
Stair oilcloth, muslin back, 50 yd. lengths.....	7	9
Stair oilcloth, duck back, 40 "	10½	12½

Terms: Cash, less 3 per cent. in 10 days.

FLOOR OILCLOTH.

	Cents.
No. 1 quality, in widths 4/4, 5/4, 6/4, 8/4, 10/4 per. sq. yd.....	34
No. 2 " " " 4/4, 5/4, 6/4, 8/4, 10/4 " "	26
No. 3 " " " 4/4, 5/4, 6/4 and 8/4 " "	21
C " " " 16/4 (4 yards) only " "	50

Mats or rugs, No. 2 quality, in the following sizes:

4/4 x 4/4, 4/4 x 6/4, 5/4 x 5/4, 6/4 x 6/4, 6/4 x 8/4, 8/4 x 8/4, 8/4 x 10/4, 10/4 x 10/4	34
--	----

CARRIAGE FLOOR OILCLOTH.

	In 30 yd. pieces			
	Widths.			
	5/8	3/4	7/8	5/4
	Cents.			
No. 1 quality, per yd.....	26	32	37	53
No. 2 quality, "	16	19	22	32
No. 3 quality, "	13	16	..	26

Terms: Cash, less 3 per cent. in 10 days.

PERSONAL MENTION.

Mr. B. Tooke has just returned from Europe, after visiting all the markets. His good taste and judgment is noticeable in samples for Spring, 1901.

SHIRT WAIST DEPARTMENTS.

So large has the demand been for Tooke's shirt waists that two distinct departments have been formed—one in which garments are made to be sold by the dozen and the other at so much each. In the latter department they have sold silk goods as high as \$10.50 for a single waist during the past season. Good taste, good fit, and good workmanship will tell. Delivery will be all right from this out.

The Montreal Cotton Co., Montreal, have acquired the property which was once the Buntin paper mills, and have broken soil to erect a large cotton mill to supply the wants of their numerous customers.

J. F. Clark, Port Hope, has just completed the rearrangement of his premises, the main object being to secure more room to accommodate the larger stock of goods necessary to supply the rapidly-increasing number of customers. At the same time the lighting has been modernized and there have been added other improvements usually found in an up-to-date store. Mr. Clark is just now taking a few holidays before the Fall rush.

EIDERDOWN JACKETS AND GOWNS.

The season is now fast approaching when most ladies will require a warm and comfortable house jacket or lounging robe. In this connection Boulter & Stewart make all grades and prices of these garments.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St. **Toronto.**

Dry Goods Commission Agents.

Representing: { Wm. Simpson, Sons & Co., Philadelphia, Pa.,
Prints, Linings and Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England,
Hosiery and Underwear,
D. SANDEMAN & Co., Leicester, England,
Yarns and Warps.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 509 McKinnon Bldg 19 Melinda St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, etc.**CONDENSED OR "WANT" ADVERTISEMENTS.**

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

WANTED, BY A BELFAST FIRM OF HANDKERCHIEF Manufacturers, an agent to represent them in Canada. Must be well recommended, and have a good connection with the best wholesale houses. Address, stating terms, to "A. B.," care Advertising Department, THE DRY GOODS REVIEW, Toronto. (9)

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.

Canadian Brussels



A most desirable and attractive line of Brussels Carpets in different grades is now being manufactured by us from pure Canadian wool.

Only fast dyes used, and strictest attention given to every detail of the work.

**WE GUARANTEE THE BEST
VALUE IN THE MARKET.**

**The Dominion Brussels
Carpet Co., Limited**
SHERBROOKE, QUE.

The St. Thomas Import Company

ST. THOMAS,
ONT.

*A New Concern
with New Ideas.*

Dry Goods Specialties and Notions.

See Our Travellers' Samples.



Double Globe Type
of Enclosed Arc Lamp.

**The Perfect Light
for Stores.**

ENCLOSED ARC LAMPS

For all Circuits,
Indoors and Outdoors.

100 hours' light with
One Carbon. Orna-
mental Casings of
various designs.

Write for our BOOKLET on Store and Store Window
Lighting, free.

CANADIAN GENERAL ELECTRIC CO.

Branch Offices:

Montreal, P.Q.
Halifax, N.S.
Winnipeg, Man.
Vancouver, B.C.
Rossland, B.C.

Limited.

Head Office, TORONTO, ONT.

Factories, PETERBORO', ONT.

SMITH'S ADJUSTABLE OVERALLS, GUARANTEED

PATENTED, AUG. 10, 1900.



A few of the advantages of this overall are
as follows:

Having an open back it does away with
the openings on the sides, which are not
only a nuisance but are dangerous to those
who work around machinery.

It is also self-adjustable to a corpulent or
slight figure, as the size is regulated accord-
ing to the customer's seat measure.

All seams are turned in and double
stitched.

All pockets are tacked by a machine for
the purpose, with linen thread, thus doing
away with rivets which are very undesirable.

Each overall has a watch and pencil pocket,
made so that watch cannot fall out, which is
very desirable for engineers and others.



Front pocket is made so that it will not catch in anything the machanic may be lifting or handling.

All overalls are stamped on inside of bib.

When your customer once wears a pair he will always want them.

Be up-to-date and buy the latest and positively the best overall on the market.

THE R. J. SMITH COMPANY OF OTTAWA, LIMITED, have secured the sole
right to manufacture and sell these overalls and are now ready to supply the trade.

P. S.—We manufacture and sell ordinary overalls.

NEW GOODS IN WHOLESALE TRADE

THE W. R. BROCK CO., LIMITED, TORONTO.

In the woollen department special attention is called to a $\frac{3}{4}$ -tweed of mill stock which they are selling at less than mill prices in order to clear it out. Reduced prices are also offered to the trade on a stock of black twill worsteds in five special numbers. For ladies' costumes plain cheviots are now very popular. A large range of these is shown in three different qualities, which are in good favor with the ladies' tailoring trade. Fancy suitings in checks and stripes are shown in tweeds and worsteds. The striped, being the latest fashion, are selling largely, but there is a good demand for checked tweeds. A large range of beavers, meltons, cheviots, llamas, and fancy curls are being offered by the Brock Co. for Fall and Winter overcoatings. The greys are, of course, selling the best, but blues and blacks will still be used considerably.

In the way of housefurnishings the W. R. Brock Co. carry a complete line. Their stock of carpets has been well chosen, both as to beauty and durability. They offer some specials in tapestry carpets in new designs of various styles, and in bright, taking colors, to retail at 50 to 60c. per yard. They have placed in stock some floor and table oilcloths and linoleums. The designs are all new and many of them are very pretty. A special which should receive the early notice of retailers in the housefurnishing end of the department is a white quilt that can be retailed at \$1. It is a large, double-sized quilt and is in a limited quantity.

They are doing a large business in Imperial suitings for tailor-made costumes. Sedans and poplins are also being bought to a considerable extent. A line of camel's hair plaids for skirtings is well thought of by buyers; also an assortment of frieze finished goods for unlined skirts. The Brock Co. show a fine line of granite plaids for ladies' waists and children's wear, in all combinations of colors, which buyers are rapidly picking up. Coating serges are also selling well. They have a large range of fancy cloaks, Zibeline finish, which they have found to be popular with buyers. These are all figured goods, and are a very fine lot. They are clearing a line of all-wool 42 inch tweeds, to be retailed at 50c., and have also on hand two or three clearing lots of silks, taffetas, tamoline and bengaline, which may be retailed at 50c.

A line of 36 in. American cotton dress goods in large nobby plaids for ladies' skirts and children's dresses, is a leader. These goods are an exact imitation of wool fabrics and can be retailed at 15c. They are confined to this firm for Canada.

A 34-in. heavy flannelette in light and dark stripes, extra weight of cloth, to retail at 10c.; worth 12½c. A white bleached honeycomb towel to retail at 5c. a pair—less than regular wholesale price. A lot of manufacturers' ends of stock of French canvas which can be retailed at 10c. This lot comprises about 50 different qualities, bought at a sacrifice price and are worth 50 per cent. over the price asked.

They have just passed into stock a range of foulards in every shade of color, which were brought from the United States, the firm being unable to get deliveries from domestic mills. They are offering them at the same price to keep their customers supplied.

The W. R. Brock Co., Limited, Toronto, have a number of articles to retail at 25c. which dealers should investigate.

Among them may be mentioned ladies' vests, Kraze and Brownie; ladies' cashmere hose, plain and ribbed wool hose, men's wool socks, suspenders, cashmere and ringwood gloves, men's knitted wool gloves, men and women's wool mitts. A large business is being done in plain and fancy sweaters for men and boys.

In the glove department this company have been branching out, and have added to their regular stock some new lines called "Ladysmith," "Minto," "Terry" and "Patti." One of these, in assorted khaki shades with red joints and stitching, is making quite a hit with the trade.

The Brock Co. carry a very large stock of ladies and misses' underwear. Special lines of these goods to retail at 25c., 50c., 75c. and \$1 are good value. Flat and ribbed goods are both shown. In their fleeced underwear, they guarantee their goods to turn out up to the samples, which lately has not been done by some firms. Their lines are "Bobs" and "Kitchener," to retail at 50c.; "Southdown," "Buller," "White" and "Milner," to retail at 75c.; and "Mettle" and "Right," to retail at \$1. In boys' wear, white "Dundermie" and "Kitchener," in 20 to 34 inch, are selling better than all others. These goods are expected to be scarce and higher in price soon.

A larger assortment of knitted wool shawls, fascinators and hoods is carried this season by Brocks than ever before. In toques, bootees, infantees, mitts, clouds, coats, etc., they also have a large stock. These goods are Canadian-made and also importations from Great Britain and Germany. The Brock Co. are increasing their assortment almost every season, and so well-made are their goods that in sending by mail, if the price alone is mentioned, the company feel sure that buyers will be satisfied with what is sent to them.

P. GARNEAU, FILS & CIE, QUEBEC.

P. Garneau, Fils & Cie. have passed into stock some remarkable values in linen towels. The range comprises a complete assortment of sizes and prices both in fringed and hemmed.

Their dress goods department is in good shape to fill repeat orders in their lines of fancy and plain stuffs, black crepons, figured brilliantines, mercerettas, plaids, checks, satin duchesse, cords and costume cloths in all shades. A black figured cloth to retail at 22½c., is a leader. In the Canadian section will be found a fine selection of patterns in the 56 in. woollen skirtings.

In the woollen department will be found first-class values in mantlings, kreimmers, sealettes, presidents, worsted serges, coatings, pantings, and tweeds. Their celebrated R451 blue and R452 black, heavy twilled serge has become a standard line, the sales being so large this Fall that it has been utterly impossible to keep up with the orders.

In low and medium-priced linen tablings their stock is well assorted and contains A1 values.

A line of union flannels in fancy checks, to retail at 22½-25c., is a staple article with them and will be found a good seller.

Besides a regular range of tickings in all prices, they have some special lines of extra qualities in full 36 inch feather ticks.

In plain and fancy flannelettes they have very best values. Also a printed fancy line selling at a low price as a leader.

In silks, smallwares, underwear, top shirts, blankets and carpets their departments will be found well assorted with everyday lines.

The Penman Manufacturing Co.

Limited

Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.



Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.

Established 1849.

To the Trade.

THE GREAT ASSORTING HOUSE OF CANADA.

Filling Letter Orders
a Specialty.

Stock Well Assorted
at all Seasons of the Year.

Specialties in Every Department.

Easy Terms.

Liberal Cash Discounts.

Prompt Attention.

JOHN MACDONALD & Co.

Wellington and Front Streets East,
TORONTO. ❁ ❁ ❁



VOL X

MONTREAL AND TORONTO, OCTOBER, 1900

No. 10

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory:
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Childrens

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

IN A CLASS BY THEMSELVES.

THE EXCELLENT WEARING QUALITIES,
THE APPEARANCE AND STYLE OF

PRIESTLEY'S DRESS GOODS

HAVE PROVED THEM TO BE DISTINCT FROM
ALL OTHER MAKES OF DRESS GOODS.

THIS FACT

SHOULD INFLUENCE YOU

TO KEEP THEM REGULARLY IN STOCK.

S. GREENSHIELDS, SON & CO.,

Montreal and Vancouver, B.C.

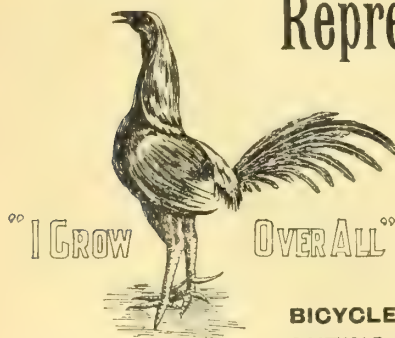
Sole Selling Agents for Canada.

Lister's { Silks Velvets Sealettes

To be had from . . .

WHOLESALE DRY GOODS
and MILLINERY HOUSES.

"Rooster Brand" Representatives



Will leave about
October 10th
for Spring, with posi-
tively the

**Latest and
Best**

of everything in

**BICYCLE, GOLF, YACHTING,
OUTING AND TENNIS SUITS.**

PANTS of all kinds and every price.

**OVERALLS and JACKETS, COPPER RIVETS, DOUBLE
SEAMS,** for every class of mechanic.

SHIRTS, Negligee and Workingmen's, Full Sizes, Proper Cut.

**LADIES' TAILOR-MADE SKIRTS, PERFECT-FITTING,
NEWEST DESIGNS.**

We have made special efforts for the largest Cash Buyers
and feel confident we can suit them in every particular.

Robert C. Wilkins

Manufacturer

MONTREAL

WYLD-DARLING

COMPANY, Limited.

OUR TRAVELLERS

are now carrying samples of

English and German Wrapperettes,
Domestic Wrapperettes,
Salisburys and Printed Suitings.

ALSO

OUR SPECIAL BRANDS OF

Low Union and All-Wool Flannels,
White and Grey Blankets,

FOR FALL SORTING SEASON.

Spring Range of Prints and Printed
Piece Goods

will be in their hands in a few days.

WYLD-DARLING CO., Limited
TORONTO.

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

ADVANCING!

COTTON GOODS

AT OUR PRESENT PRICES

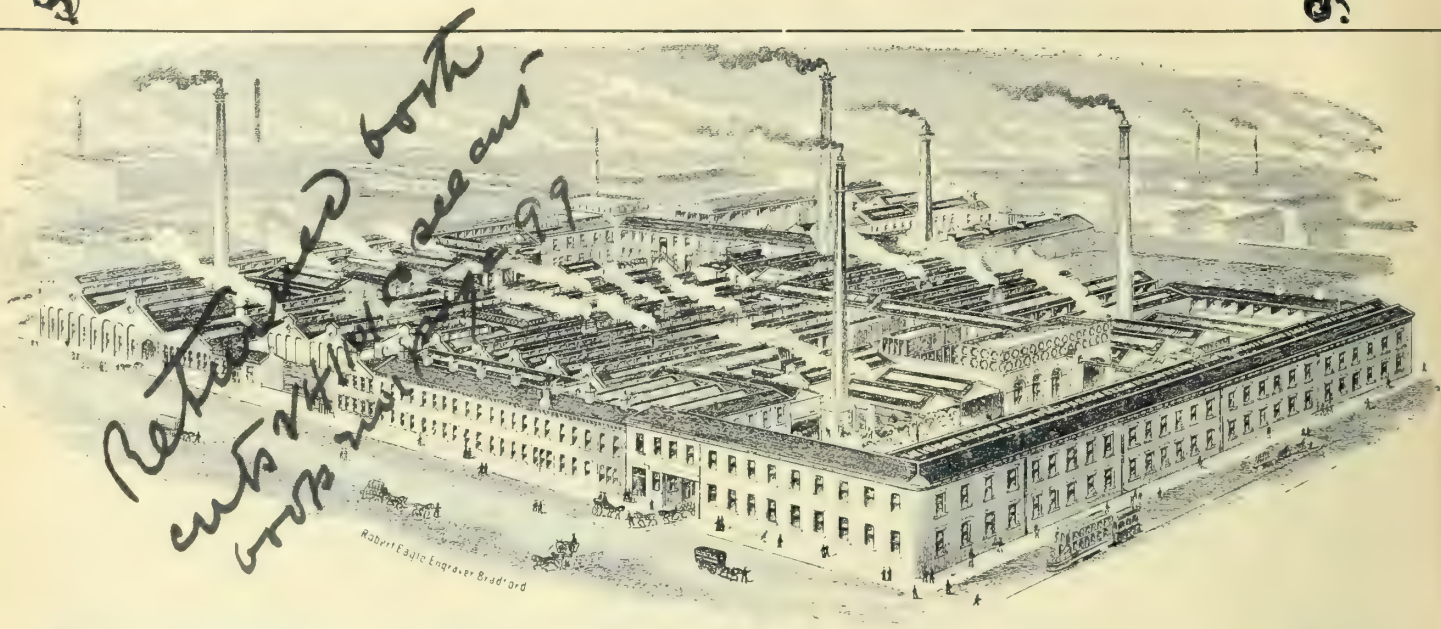
ARE EXTRA VALUE.

RAW COTTON at this date last year was 6 $\frac{3}{8}$ c. per lb.
This year at same date it is 11c. “
And in England 14c. “

You will see that cotton goods cannot be cheaper for twelve months---but that there is every likelihood of an advance.

Secure what you require now.

W. GRANDAGE & CO., LIMITED



LOW ROYD & BROWN ROYD DYEWORKS

BRADFORD, ENGLAND.

DYERS, BLEACHERS, AND FINISHERS OF ALL CLASSES OF PIECE GOODS AND COTTON YARNS

THE ABOVE FIRM MAKE A SPECIALTY OF

Mercerised Cotton Sateens, Brocades, etc.

AND OF MERCERISED YARNS.

To ensure having the most perfect imitation of Silk, Importers and Retailers should insist on seeing the following Stamp on all such goods:



Ask for New Shade Card for 1900. All shades on this card are

GUARANTEED NOT TO CROCK.

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.

WAREHOUSES, PICCADILLY, MANCHESTER.

5 LOVE LANE, LONDON, E.C.

7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862
GOLD MEDALS, PARIS	1867, 1878
DIPLOMA OF HONOUR, VIENNA	1873
GOLD MEDAL, CAPE TOWN	1877
DIPLOMA OF HONOUR, LONDON	1884

GOLD MEDAL, CALCUTTA	1884
GOLD MEDAL, LIVERPOOL	1886
GOLD MEDAL, EDINBURGH	1886
FIRST AWARD, ADELAIDE	1887
FIRST AWARD, MELBOURNE	1888

RYLANDS & SONS

LIMITED.

MANCHESTER, ENG.

Cotton
Spinners

+ + + +

Merchants

+ + + +

Manufacturers



Bleachers

+ + +

Dyers

+ + +

Finishers

Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,
Longford works,

Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

..THE WORLD RENOWNED..

"Oxford"FLANNELETTE
UNDERCLOTHING.

Write for Samples and Price List.



TRADE MARK



MANUFACTURERS

W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND

"PLANTAGENET" FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE "PLANTAGENET" GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.

BOOT LACES

of all kinds and in all lengths
can be bought to best advantage from

JOHN GORDON & SON

Wholesale
Only.

— Montreal.

WRITE US. All lines in stock in Montreal.



How to Avoid Losses.

This is a practical subject with every merchant. It is not so hard to make money if we can only avoid losing what is made. If all the goods bought would show a ready turnover there would be good profit in merchandizing.

The remedy for this trouble, whether a mistake in buying, shelf-worn or faded goods, is sending them to these works and having them redyed some staple or fashionable color.

This is the case with plumes and feathers and ribbons, as well as with dress goods.

We are helping hundreds of merchants all over Canada to escape losses that kill the profits of the year.

—PRICE LISTS AND ALL PARTICULARS
FOR THE ASKING.

R. Parker & Co.

Dyers and Finishers

Head Office and Works—787-791 Yonge St.
Montreal Branch—1958 Notre Dame St.

... Toronto.

The Bagley & Wright Mfg. Co.

318 St. James St., MONTREAL

IMPORTERS OF

DRY GOODS SPECIALTIES, AND TAILORS' TRIMMINGS.

We are now offering a few **CLEARING** lines in Linen Towels at the following remarkably low prices—which are below manufacturers' present prices :

No.	95,	Hemmed,	16 x 33	-	-	88c. per doz.
"	95,	"	18 x 39	-	\$1.10	"
"	6046,	"	17 x 33	-	-	75c. "
"	118,	"	17 x 36	-	1.15	"
"	D5,	"	22 x 40	-	1.60	"
"	D7,	"	24 x 42	-	1.80	"
"	L108,	Fringed,	22 x 42	-	1.55	"

WE ARE THE LEADING HOUSE IN

Handkerchiefs,

Art Muslins, Cretonnes,

Hosiery (We have a specially good line
in Women's ribbed, sizes 9
and 9½, at \$1.65 per doz.)

Tailors' Trimmings,

Sleeve Linings,

Italians, Canvas, etc.

WRITE US FOR SAMPLES AND PRICES.

The Lace Warehouse of Canada

Early Orders secure prompt and *early deliveries*. This applies more especially to import *Laces* and *Embroideries*, which our men are now showing for Spring, 1901. In these lines we are admittedly the *leaders* in the Canadian trade.

Dress Goods continue to arrive weekly, and among our collection we show the latest designs and best values attainable.

Hosiery. If you desire to have your Hosiery Department a strong and profitable branch of your trade, see what we are doing in this line. We are sole agents in Canada for the Queen's Gate Indelible Black Cashmere Hose--equalled by few, surpassed by none.

Cloakings, Mantle Cloths and Golf Cape Reversible Cloths in latest designs.

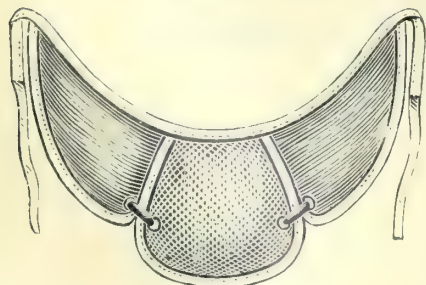
In Our Collection are shown samples from the following departments, which are kept fully assorted throughout the season :



The Model K. C. Vest.

Silks, Velvets and Velveteens, Opera and Blouse Flannels, Costumes, Robes, Shirt Waists, Chiffons, Laces, Nets, Veilings, Trimmings, Ribbons, Belts, Neckwear, Hairpins, Slides and Ornaments, Hosiery, Gloves and Underwear, Corsets, Waists and Bustles.

The Model K. C. Corset Vest is a seller at sight. It is a moulded form of exquisite design and finish. The proper article for tailor-made suits and waists, worn over the corset, or without the corset when golfing, cycling, etc. We carry a full range of sizes in cotton and satin coverings.



No. 13 Form.

Letter Orders Carefully Executed.

Kyle, Cheesbrough & Co.

16 St. Helen Street

MONTREAL.



1840 — ESTABLISHED — 1840



WHOLESALE

General
Staple
and
Fancy

DRY GOODS



DRY GOODS.

Canadian
American
and
European

WHOLESALE

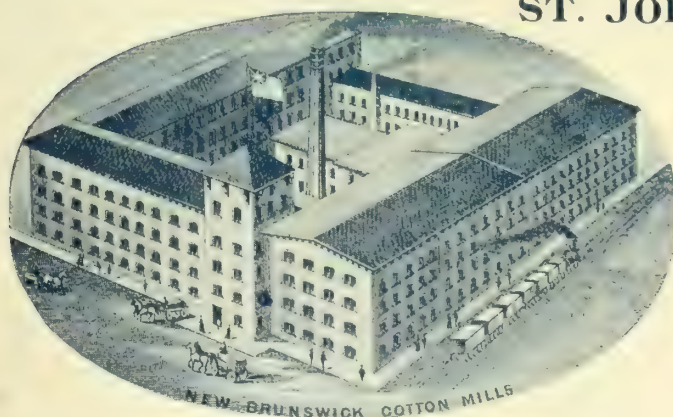
Sample Rooms :
Temple Building,
MONTREAL.

P. GARNEAU, FILS & CIE.
QUEBEC.

Sample Rooms :
Sandford Block,
WINNIPEG.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



NEW BRUNSWICK COTTON MILLS

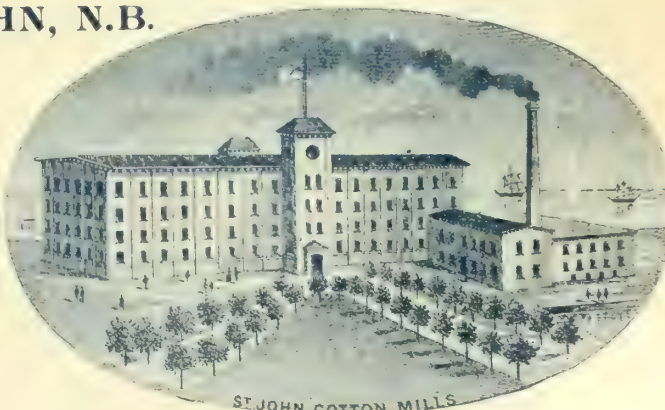
Cotton Spinners,
Bleachers, Dyers
Manufacturers

Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warps for Ontario.



ST. JOHN COTTON MILLS

Flannelettes,
Saxonys, Yarns,
Beam Warps.



The Only "WATER TWIST" Yarn Made in Canada.

The W.R. Brock Company, (Limited)

CORNER BAY AND WELLINGTON
STREETS

TORONTO.

CARPETS. Spring 1901.

Before giving your placing order for the coming season we would ask you to examine the

SPLENDID RANGE

now in the hands of our travellers. These comprehend the newest and most artistic designs, many of which are confined to ourselves, in

**Velvet, Axminster,
Brussels, Ingrain,
Wool (2 and 3-ply) Hemp, etc.**

CARPETS. In Stock.

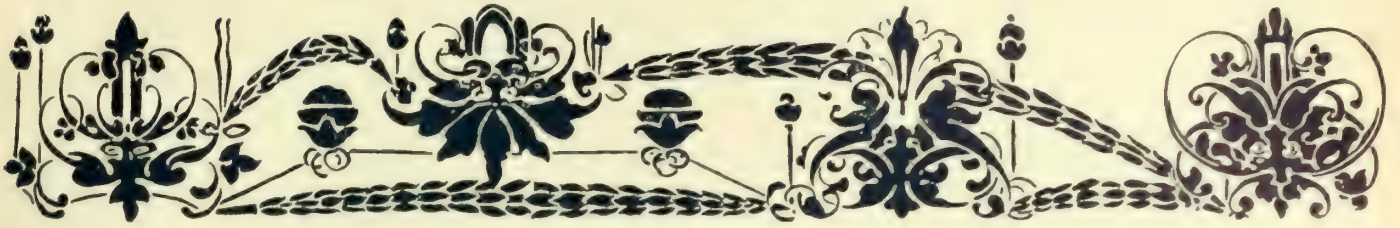
To make room for Spring goods, and in order to reduce stock before stock-taking, we are offering

SPECIAL VALUES

in the choicest and newest designs in the above-mentioned lines, samples of which are also carried by our travellers.

Letter orders for immediate wants receive special and prompt attention.

The Dry Goods Review.



VOL. X.

MONTREAL AND TORONTO, OCTOBER, 1900.

No. 10.

THE DRY GOODS TRADE IN THE WEST.

The Outlook in Winnipeg—Millinery Openings Well Attended—The Styles in Vogue—
What Retailers Say—Notes of Provincial Trade.

From THE DRY GOODS REVIEW'S Special Correspondent

Winnipeg, September 21, 1900.

THE state of trade in the West is a little difficult to define at present, owing to the unsettled state of the weather and the consequent doubt as to the quality of the crop, and until threshing is done it will be quite impossible to definitely determine this.

MILLINERY OPENINGS.

In spite of disagreeable weather, Winnipeg has been given over to millinery openings this month.

THE D. M'CALL CO.

On September 4 and following days, The D. McCall Co. held their usual opening, they being the only wholesale millinery house to do so. The attendance of milliners from outside points was larger than it has ever been before, all parts of Manitoba, the Territories and many points in British Columbia being represented. Although everyone is talking bad crops and hard times, the sales were large and satisfactory in character.

In trimmed goods the display was excellent. Among the more noticeable hats was a helmet toque of tucked crimson velvet with black birds in front and black buckle drawing it down to the hair at the back. Another was a large picture hat flaring from the face, the underbrim entirely covered with tiny black ostrich feathers. The crown, in the shape of a circular fan, was of alternate folds of panne velvet and black taffeta; the outer trimming, a 12-inch steel buckle and three black plumes. Still another effective hat was a French toque with crown of embroidered black taffeta and brim of tucked panne velvet. A drape of Battenburg lace and a quill mount completed the trimming.

The range of trimmings was very large and well-assorted. Here was seen, for the first time in Winnipeg, the panne velvet so much in vogue, which, while resembling the crown of a beaver hat in pile, has the texture of surah silk. Mirroir velvet, a heavier make of the same pile, was also shown in all

shades. In felt shapes for trimming, the favorites are those composed of folds of felt stitched. In "ready-to-wears," the new patent collapsable turban was shown. The sales of ready to-wear goods proved exceptionally large.

RETAIL OPENINGS.

That long-established house, Furners' Arcade, was the first to announce a retail opening.

Miss Baldwin, who had just returned from New York, showed your correspondent through and chatted pleasantly of shapes, shades, styles and effects. The colors this house are finding the most popular are castor, old rose, and emerald green, while all pastel shades are in favor with their customers. Cluny lace drapes and mink bandeaux are much called for. The almost endless array of dainty headgear reminded one of the old couplet,

How happy could I be with either
Were t'other dear charmer away.

Among the few hats tipped over the face was a large one of castor coq feathers, with facing of panne velvet in same shade, large bow of velvet and 12 inch gold buckle under tipped-up brim at back, crown of velvet in shoe effect. Another pretty conceit was a colonial cocked hat of white felt, lined with black velvet, the edge bound with gold galloon—two 1900 rosettes, a demi-plume and scarf of mechlin completed the trimming.

JERRY ROBINSON & CO.

Miss Dingwall, and her chief of staff, Miss Hagan, gave your correspondent a cordial welcome, and, amid a multitude of conflicting calls on time and patience, managed to give a few hints as to what they found leading favorites. Castor is the leading color with us, said Miss Dingwall, though black, French grey and old rose are all popular. One unique effect noted was a toque with leather crown. Mink bandeaux, chenille turbans and stitched turbans were all shown in bewildering variety.

A lovely picture hat in black was noted—somewhat of a Gainsborough shape with double brim filled between with

TRADE IN THE WEST—Continued.

tucked chiffon, crown of chenille, three plumes caught with a 1900 rosette, and long ties to loop over front of dress bodice. Another hat was of corded silk with tucked chiffon facings and 12-inch buckle catching the plumes. This house also showed a line of white and black hats made of a braid covered with silk, held in place by irregular hand stitchings. The effect was both odd and pretty.

THE HUDSON'S BAY COMPANY.

The showrooms have been almost doubled since last season, giving ample accommodation for the large and well-selected stock. Miss Rogers just returned from New York in time for the opening.

A pretty way of showing the panne velvet was noted here—apricot, blue, reseda green, grey and pink in pastel shades were arranged in billows on the bottom of a long flat showcase, interspersed with gull wings and gull mounts.

Among the specially pretty hats here, was a French toque of three shades of old rose and gracefully drooping gull wings, and a charming black picture hat, a la Gainsborough, double brim of black velvet with interpleating of white chiffon; crown of embroidered taffeta and drooping wings of black caught with a large rosette.

GEORGE CRAIG & CO.

This opening is still in progress. The stock is well selected and all the newest trimmings and shapes are displayed.

THE COUSE OPENING.

The opening of a new millinery house is almost as attractive an event to the mind feminine as a fashionable wedding. Mr. Frederick Couse, who has been a traveler and buyer for millinery houses for the past 20 years, and, until recently, of the firm of Strachan & Couse, manufacturers' agents in this territory, a few weeks ago secured spacious premises in the McIntyre Block, and proceeded to convert them into up-to-date showrooms and parlors for the sale of the latest Parisian, London and New York millinery. The new house opened for business about September 1, with a choice line of "ready-to-wear" goods, and the public then had an opportunity of viewing the result of Mr. Couse's efforts in regard to fittings. The effect is charming in the extreme. Walls, showcase frames and counter bases are all painted a soft creamy tint, while, on the elaborately designed metallic ceiling, cream, turquoise and gold are used with exquisite effect. The front portion of the store is devoted to showroom purposes. The floor is covered with an English linoleum of tile design, the wall showcases and glass counters all being arranged to the best advantage for showing goods. In the rear of the showrooms, up a short flight of steps, is the millinery parlor, and off this again, two little French rooms, the effect of the cream walls and splendid mirrors being here heightened by the tones of the crimson velvet carpet.

The regular opening for trimmed goods began on Wednesday, September 19, and is still in progress. Miss Yoder, late of the well-known house of Johnston's, of New York, who is taking charge for Mr. Couse, kindly devoted an hour of a busy morning to your correspondent's enlightenment. "There is no color that can be called absolutely new this season," said Miss Yoder, "but the shades most sought after are castor, automobile red, seagull grey, green and black, and black and white. Crowns are all low, and in shapes the pompadour, tryphone and toque may be said to lead. In trimmings, breasts, wings, whole birds and pompoms are all used, while ostrich and paradise feathers hold their own places. Fur is extensively used in both toque and bonnet effects, cabochons,

buckles and sequins have a prominent place, as have also Battenburg lace drapes. Silk, kid and embroidered and sequined taffeta are also among the favorite materials for crowns and brims."

Among such a bewildering array of hats and bonnets, each a work of art in itself, it was difficult to choose one or two the description of which might give an idea of the whole. However, one can only try and fail. One French design, in the form of a picture hat, showed a foundation entirely composed of alternate rows of black chenille and tiny sequins, the bandeaux trimming, soft folds of automobile red velvet, gracefully draped crown, caught down at the back with an oxidized buckle, and the beauty of the design further carried out by black and white ostrich pompoms, which is one of the much-admired trims of the day.

The pastel shades, although used extensively, are perhaps not quite so much sought as they were during the past Summer season, but one pompadour design carried out in pastel shades, is certainly worthy of more than passing mention. The velvet face trimming, of one of the many shades of Nile green, presented a massive effect of graceful folds. Close against the hair a very artistic rosette bow of pastel solid ribbon in helio and green—castor breasts caught on the edge of the brim by a handsome bow of the same shades, the ends being carried down over the crown of folded felt in paler shade of Nile green, and clasped through with a long buckle of cut steel. Perhaps the most unique hat was a design by Madame Pentony. The facing of the wide flat brim—nothing short of a work of art—showed folds of black and white velvet—alternating—the whole a strikingly handsome effect; the crown draped and caught to the brim in graceful folds, while falling from the centre of the crown-piece towards the back were three beautiful black ostrich plumes, each plume caught with an elaborate cut-steel clasp.

It is always delightful to talk to a master craftsman or an artist in any line, and it was with regret that your correspondent left this region of graceful forms and softly blended colors for the more strictly utilitarian fields of general dry goods. Looking over my notes it seems as though the palm was given to black hats. This was not intentional, but merely the result of describing what most frequently caught the eye.

R. J. WHITLA.

Your correspondent was fortunate enough to catch Mr. A. S. Binns with a few minutes to spare to talk dress goods, and was shown the lines of rough chevots now so popular, and for which this firm have had an enormous sale, especially in helios, wedgewood blues and greys. In silk and wool goods, some of the designs surpass anything previously seen, ribbed and shot backgrounds in salmon and black, crimson and black, green and black, helio and black, are covered with rich silk broche effects, closely resembling hand-wrought applique. In black silk and wool goods the number and beauty of the designs are almost incredible. The firm are finding an increased demand for black silk, their sales of which have been almost double that of last year. In colored silks, for evening wear, there is a greater demand for darker colors and richer effects—combinations of green and black, black and red, and the like, being popular. The beautiful brocaded silks in French grey have also sold well.

In blouse flannels, the 40 designs carried have all sold well. There has been a special demand for scarlet for the popular military blouse.

GAULT'S.

Mr. Belcher reports business better than anticipated. Their trade in men's neckwear has been very large, and, judging by

Three very handsome ranges of new goods :

A, R, 424 light weight Colored Vicuna Cloth, 24 shades.

D, 177 Unique Broad Cloth, 23 shades.

A, R, 400 Roman Satin Cloth, 8 shades.

These goods are all 44 inches wide, specially adapted for Blouses. They can be made up plain, or with lace, or with velvet. They are much nicer than the French Opera Flannels, and are the goods now being worn by the leaders of fashion in England and the States. For afternoon and evening wear they make elegant gowns. Our travellers have samples of the goods with them.

Tweeds for Skirts, Tweeds for Costumes, Tweeds for Golf Capes. Our range of Tweeds is large and all new goods. We will be pleased to have your order.

Our No. 350 Black and Colored Twilled Back, Fast Pile, "Royal" Velveteen is without doubt the best Velveteen at the price in the market to-day. If you have not already placed an order with us, please do so.

Fancy Black Dress Goods, **new lines**, just put into stock.

Our Dress Goods trade this season has been larger than ever, the secret is **we have the right goods**, every mail brings repeat orders.

We must ask your attention once more to our stock of **Imported Wrapperettes and Flannelettes**. They are exceptionally good this season, new patterns, strong cloth, popular prices.

We carry a large stock of all kinds of Silks. We have sold 50 per cent. more Silks to the millinery trade this season than ever before—your order will have prompt attention.

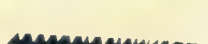
A few hundred Rugs, 3 lbs., 54 x 60/62 inch, all good patterns, **at less than mill prices**.

See the sample of Grey Flannelette Blanket which our travellers have with them, it is special.

BROPHY, CAINS & CO.

23 St. Helen Street,

—

 **MONTREAL**

TRADE IN THE WEST—Continued.

the hundreds of samples of silk carried for this purpose, it would be difficult to imagine any reasonable beings not finding something to suit them.

The travelers have just started out with the Spring samples of shirts. This house have found it a good season for ladies' tweeds and golf cloths and blouse velveteens, of which they carry 28 different shades of the "Dream" brand. Mr. Rogers, the managing director from Montreal, paid a visit to Winnipeg during the month, and expressed his pleasure at the volume of trade done. Blankets and heavy underwear and men's Oxford wraps are other lines that have proved good sellers.

STOBART, SONS & CO.

Report trade quiet just now but anticipate a good sorting trade. Have had a specially good year in staples. There has been an unusual demand for velvet ribbon, and the supply is exhausted. This firm have found a large sale for ladies' cloth for tailor-made suits.

NOTES.

Mr. Wilson, buyer for Messrs. Stobart, Sons & Co., has left for his semi-annual purchasing trip to European markets.

Mr. Godfrey Parker, chief buyer for The Hudson's Bay Company, left this week for London and Paris.

The Imperial Dry Goods Company expect to occupy their splendid new premises about October 1.

W. H. Campbell, who for the past few years has been with N. S. B. Burley, of Portage la Prairie, recently bought out the business of H. M. Douglas, of Innisfail, N.W.T., and will carry on the business in an up-to-date style.

The N. R. Preston Company have sold out their business to E. B. Nash & Co. It is understood that Mr. N. R. Preston, head of the late company, is about to reenter business in Neepawa, Manitoba, being a member of The Neepawa Trading Company.

Myron McBride & Co., men's furnishings, are going into liquidation. Owing to the outlook for the next few months being unfavorable, the members of the firm consider it unadvisable to attempt to continue the business. The stock will be sold on the premises in the regular way of business. There will be no auction sale. Mr. Myron McBride will likely have charge of the winding up of the business.

Mr. A. D. Rankin, of the firm of Wilson & Rankin, Brandon, has been visiting the wholesale houses of the city this week.

The Fairley's, of Carberry, Man., have further increased the efficiency of their large departmental store by installing a multiple-drawer National cash register.

E. C. H.

Ladies' patent leather belts have proved to be the best sellers for the Fall trade. One of the most successful of these is the hip shape belt, which is cut from the leather to fit the body. The patent buckle which is being used with these belts is exceedingly neat and is quite a novelty—one that will prove a help in selling. The same belts are being made with the regular nickel and covered buckles. The popular widths are in the 1 inch buckles tapered to $1\frac{1}{4}$ to $1\frac{1}{2}$ inches at the back, thus giving support to the skirt. The Julian Sale Leather Goods Co., Toronto, Limited, are making these belts, and they will be pleased to send quotations or sample orders to the trade on request.

CATALOGUE OF FANCY GOODS.

The Fall and holiday trade catalogue just issued by Nerlich & Co. contains many new things in fancy goods, dolls, toys, fancy chinaware, etc. Their soldier dolls, dressed in khaki, should be particularly interesting this season.

A fine assortment of celluloid, plush and leather albums are worthy of attention. One kind is made with spaces for either cabinet or the new 5 x 7 size photographs.

Their palms for decorating stores, houses, etc., are a feature of the stock.

The cut shows one kind, besides which different sizes and shapes of potted and preserved palms and grasses are shown. The catalogue, a large and fully illustrated one, is designed to make it easy for customers to order goods, each article being numbered, described and priced. It is gotten up subject to trade discounts, so that retailers may use it in making sales of goods they do not carry in stock.

**AMERICAN WAISTS.**

Floersheimer, Roman & Hahn, of 73 Wooster street, New York, produce a line of silk and satin waists that find a very extensive sale in the United States. The cut, fit, and style of an American waist are distinctive, and are recognized even in Paris and Berlin. The firm have a well equipped factory, turn the garments out in large quantities, and are in a position to give exceptional values in these lines. The firm are seeking to extend their business in Canada, and will send samples to any merchants who are interested.

THE MANUFACTURERS' SECRETARY.

T. A. Russell, B.A., has been reengaged as Secretary of The Canadian Manufacturers' Association at a largely increased salary. The great progress the association has made in the past few months has been largely due to his intelligent and energetic efforts, and the increase in salary is well deserved. The work he has done and is doing for the manufacturers of Canada has paid and will pay many times over the expenditure on his salary and other expenses.

A SIGN OF PROSPERITY.

The American Silk Waist Manufacturing Co., Limited, Montreal, is a growing concern. Their Fall trade has exceeded even the fondest expectations, and now they are compelled to refuse any more orders, reckoning that the filling of those already booked will leave them little enough time to get ready for next Spring's trade. This condition of affairs has necessitated an enlargement of the manufactory. Although new machines are being added every week, and the staff is being worked overtime, yet shipments have been behind.

An increased capacity is now to be secured. The stock and showroom and offices have been removed to the Glenora Building, 1886 Notre Dame street, where their patrons will always be welcomed, and the St. James street offices are being turned into an extensive factory. It is expected that about 75 machines will have to be added to give the factory the desired capacity, and then the firm hope to be able to comply with the least wish of their customers.

COMPETING WITH DEPARTMENTAL STORES.

MR. ALEX. SWEET, senior member of the firm of Sweet & Co., general merchants, Winchester, Ont., was in Toronto last week. Mr. Sweet is a man with ideas, and time spent with him in conversation is not lost. He is also a man with a sense of humor, for after we had been conversing a few minutes I asked him how long he had been in business.

"Well, I'll tell you," he said, with a twinkle in his eye. "I yesterday sold a pair of gloves to a young lady whose grandmother bought her wedding gloves from me in the same store."

I looked at Mr. Sweet, perhaps somewhat incredulously, for he is far from being an old man.

"Well, let me explain," he said, "I was clerk in the store of which I am now proprietor when I sold the grandmother her wedding gloves, while the young lady who bought gloves from me yesterday is only six years of age."

His explanation being satisfactory, I began to question him regarding crops and trade conditions generally in his neighborhood.

"We have good crops," he declared, "and harvesting is now pretty well over. But our chief industry is dairying, which has grown a great deal of late years."

Then we fell to discussing departmental stores and methods of competing with them.

"To my mind," said Mr. Sweet, "the best way to compete with them is to fight them with their own thunder. That means you must be able to offer bargains to the people and to advertise. We did not at one time keep ladies' underwear and dress goods in stock. But we realized that those were

the articles for which a great many people chiefly went to the departmental stores in Toronto. And where they bought dress goods and underwear they usually went for other lines. We then decided to carry ladies' underwear and dress goods, and the results have been most gratifying. I do not believe there is now one order goes to the departmental stores in Toronto where there were formerly ten."

"Do you do a cash trade?"

"No, not exactly. Two-thirds of our trade is cash. At one time the proportion was the other way. A few years ago we undertook to do a strictly cash trade, but we found it would not work well. We were gradually losing good customers, and so decided to quietly and gradually go back to a system of cash and credit. On accounts over three months old we charge interest, and we seldom have trouble. Our customers have got to know our terms."

Sweet & Co. are liberal advertisers, varying the space they occupy in the local paper, but always having it of goodly proportions. "In advertising," said Mr. Sweet, "I believe in giving people some information about the goods we want to sell them, and the more interesting we can make the information the better. That is the principle the large departmental stores go upon."

A showcase that is attracting a good deal of attention among drygoodsmen and other merchants is the "Illuminated Silent Salesman," manufactured by John Phillips & Co., Limited, Detroit, Mich. The manufacturers are sending out a descriptive circular of this case which should be interesting to prospective buyers. A handsome colored photograph of the "Silent Salesman" is printed on the circular, with reading matter, describing its workmanship and advantages. The circular is sent to anyone who asks for it.

Repeats of Leading Lines have come forward and stock in all Departments is in A1 shape to meet sorting demands.

ASK TRAVELLERS TO SHOW YOU THE FOLLOWING POPULAR-PRICED SEASONABLE GOODS:

Fleece-lined and all-wool Shirts and Pants.

Our ranges to retail at 50c., 75c. and \$1.00 are unexcelled.

White Woollen Blankets,

"Victor" Brand, all weights. **Best value** in the market to-day.

Ladies' and Children's Underwear.

Nos. P205, P219, H208, H217, H218, H238, H239.

Men's Half-Hose, Nos. 325, 285, 320, 310, 312.

Ladies' Hose, Ranges 531, D92, D93, 201.

Make a note of above numbers for use when buying.

Dress Goods. Stock well assorted. Send for clippings of our Tweeds, Cheviots and Homespun.

New lot of Black Figured Dress Goods just received.

LETTER ORDERS RECEIVE PROMPT AND CAREFUL ATTENTION.

Knox, Morgan & Co.

Wholesale Dry Goods, = = HAMILTON, ONT.

WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

SPECIAL DISPLAYS.

THE ability to accomplish, in a satisfactory way, a certain amount of routine work is the characteristic of mediocrity—the mission of the plodder. To break the bonds of conventionality, to get out of the ruts, to rise to the occasion and be able to take the fullest advantage of opportunity is the attribute of genius.

To be a successful window-dresser, something besides a talent for reproduction is necessary. The creative genius must be in evidence. The best field for the exercise of this quality about a store is the show window, and the reputation of its artist must largely rest upon the manner in which the arrangement of his materials keeps pace with the march of current events, and, as a consequence, enlists and arrests public attention.

In this respect the window-trimmer is, or should be, like the advertiser. Every event of great public interest should be

forgotten that whatever is worth doing is worth doing well, and unless the display is given thought and time enough to make it creditable it should never be attempted.

The length of time a special display should be allowed to remain in the window depends entirely upon the attention which it arouses.

If it "draws well" it should remain in until attention begins to wane—not until it dies out.

If it fails to enthuse, remove at once and try something else.

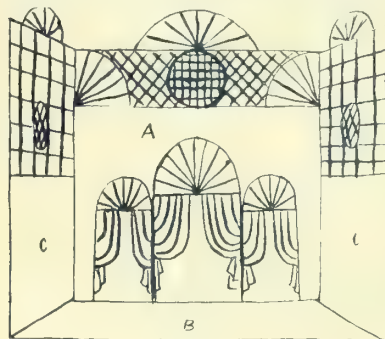
Special displays should be brought out during the following periods: Christmas, New Year's, Easter, Queen's Birthday, Dominion Day, Labor Day, Civic Holiday, Thanksgiving Day, and during the Spring and Fall seasons, when new goods are arriving and opening trims are on the list.

BACKGROUNDS.

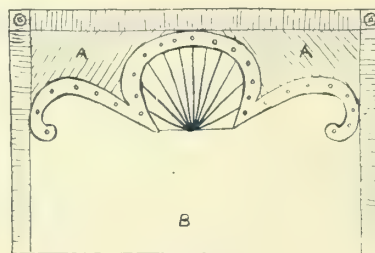
Every window-trimmer fully appreciates the importance of artistic backgrounds, which help so much in showing off the goods to the best advantage.

Many a good window is spoiled by a poor backing. So many trimmers construct their backgrounds in the windows, which takes considerable time, and, when completed, they hurry in the goods to be shown, not taking the time to show them properly, feeling they have spent too much time on the background.

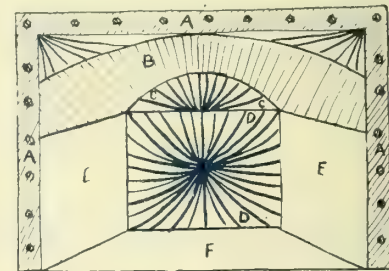
Consequently, the window is not what it should be. To



NO. 1
A-Puffing. B-Goods. C-Mirrors
or Pleating.



NO. 2.
A-Pleating or Puffing. B-Goods.



NO. 3. Front 2 ft. from glass.
A-Lights. B-Pleating. C-Tape. D-Pleat-
ing. E-Puffing. F-Goods.

PLANS AND APPLIANCES FOR DRESSING WINDOWS.

(See article on page 18.)

utilized to attract the attention of the public to the wares which are to be sold and to give a freshness and interest to the exhibition which will be appreciated by the public.

Not only should the anniversaries of the great national holidays be fittingly celebrated by appropriate displays, but local events should not be neglected. A cute turn given to a window display to illustrate a matter of passing interest will often times give the store a reputation which could not be acquired otherwise.

The window should be regarded as a stage for the exercise of the highest qualities of intelligence, imagination and ingenuity possessed by its trimmers, for the purpose of interesting the populace, to the end that the business of the establishment should be bettered thereby.

Originality should be the keynote in displays of this kind, and close attention should be given, as on the stage, to every detail necessary to "preserve the unities." It should never be

obviate this, the best plan is to make up portable backgrounds. Make them up during leisure moments so as to save much time.

Frames can be made of light lumber and decorated on both sides so that they can be changed hurriedly. Measure your windows and have these frames made same size when put together.

Every establishment where window-trimming is recognized as a big paying part of the business should always keep on hand for the trimmer's use a number of wooden frames like those in the accompanying illustrations. These should be made of boards 1 x 4 or 6 in. Cheap lumber will do, as they are to be covered over. These will save the trimmer many an hour's reflection, and through them countless numbers of pretty window trims can be conceived and carried out by twisting and turning them around.

These do not cost much. They can be turned out of the

ONE OF THE REASONS

why the **S.H. & M. Skirt Bindings** are so vastly superior to all others, is that they are made in a factory built *especially for the manufacture of this article*, and no pains or expense have been spared in equipping it with the most modern and improved machinery, and making it in every respect *the greatest plant of its kind in the world*.

And not only that, but the **S.H. & M. Bindings** are made from a velveteen, manufactured expressly for skirt bindings, which withstands the wear and tear and at the same time gives that elegant and graceful finish to the edge of the skirt which so pleases and gratifies the customer.

Mr. Merchant, if you want to be up-to-date, do the leading skirt binding business in your town, and get away ahead of all your competitors, you should handle the **S.H. & M.** lines, for they are the best skirt bindings it is possible to produce, pay you a handsome profit and are one of the best drawing cards you can put into your stock.

Write for sample and shade cards and price list.

WE CARRY THE FOLLOWING LINES IN STOCK IN OUR
TORONTO WAREHOUSE:



S.H. & M. REDFERN Bias Corded Velvet, 1 3/4-in. wide.

S.H. & M. BELLE Plain Velveteen 1 3/4-in. wide.



The STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen Skirt Bindings,

24 Front St. West, Toronto, Ont.

Manchester, England.

WINDOW DECORATING—Continued.

factory in a very short time, and if the trimmer takes care of them a set will last for years.

THE REVIEW will illustrate in this and future editions some exceedingly handsome window-trims, gotten up in a very short time through having these frames to trim with. In putting these together, one thing is important.

Nails larger than are necessary to hold the structure together should not be used. Many novices spike their pieces together as if they were to endure to the end of time, and the consequence is that many pieces are broken and destroyed in taking the framework apart. Temporary security is all that is required, and by the exercise of a little care the frames can be kept in good order for years.

The illustrations will serve the amateur window-dresser to some advantage and show how, by arranging and placing certain fixtures in different positions, a great variety of designs may be obtained.

By puffing and pleating in different colors and by displaying different lines of goods on these fixtures, the effects will always be entirely new and your windows will never lack attractiveness and novel ideas.

Form your ideas first before emptying the windows. Work ahead to save time and labor. Do as much as possible out of the windows during your spare moments so that the trims can be arranged to save as much time as possible in changing the trim.

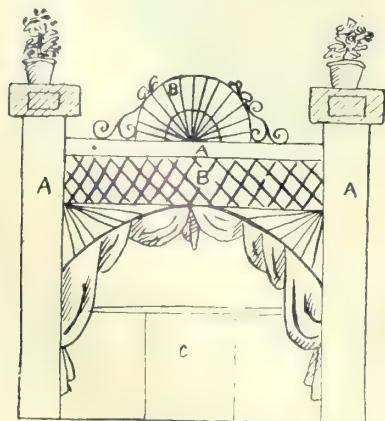
Before explaining the different drawings I might say that they are very roughly sketched, but I think the ideas they are intended to convey can be gleaned from them.

EXPLANATIONS OF ILLUSTRATIONS AND DRAWINGS.

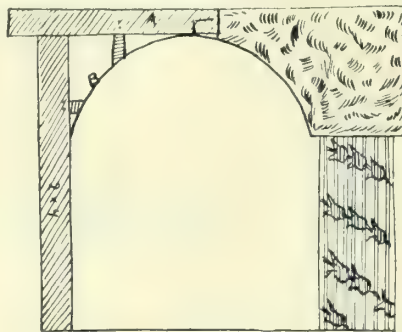
No. 1 can be made to suit any sized window that has two ends with walls. The framework is made with 1 x 4-inch lumber (cheap stuff), cleated together with wooden cleats and screws at the back.

The background is set out about a foot from the wall. A few bendable strips and some white or colored tape for lattice work are all that is required to complete a very artistic effect for a backing for almost any line of goods.

No. 2 runs from the floor to ceiling, set about half way between the window front and the back wall. The 3-piece design can be made cheaply at a factory. It is nailed to the framework, and the ends are either shirred or pleated over, and white cotton stretched tightly over it. The dots indicate



No. 4 (for Millinery)
A—Covered with flowers. B—Ribbons.
C—Mirrors.



No. 9.
A—Board top. B—Lath.

electric lights. Rows of colored puffing in a contrast or blend with the filling in on sides will give the backing a pretty effect. The wall behind it could be pleated or filled in some suitable way.

No. 3 does not require explanation, as the reader can readily see the idea, and can get several ideas from it that will help him in arranging a very effective background.

No. 4 is a millinery background made of cheap strips. The entire framework if covered in with flowers will make an artistic background.

No. 5. These are the kind of frames I had reference to before. A good supply of these should always be kept, the number of each to be determined by the number of windows you have to trim.

Nos. 6, 7, 8 are drawings showing how good fixtures can be made from ordinary barrel hoops. Dozens of different lines of goods can be arranged on these after they have been covered over with fancy crepe, paper or cloth.

No. 9 shows a method of arch construction which is simple and effective.

H. H.

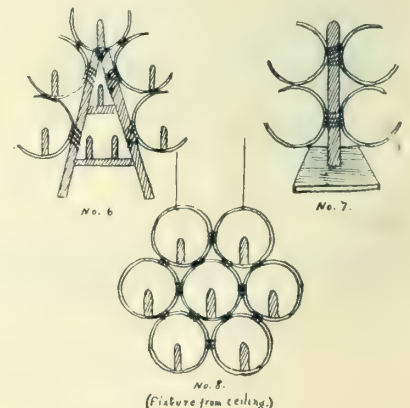
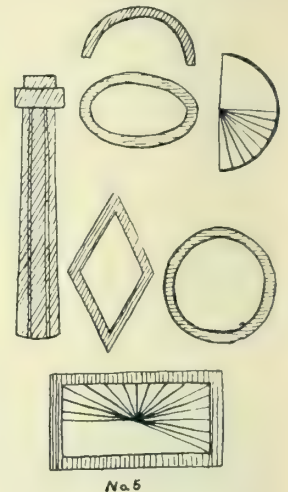
JACKET DISPLAY. •

We reproduce a mechanical display of the Northway coats, designed and decorated by Arthur W. Humber for S. W. Mason & Son, Bowmanville, Ont.

The window was not only small, but of a triangular shape, which proves that a very striking display can be placed in small windows.

The color scheme was light blue and white. Mr. Humber did all his own carpenter work, pleating, puffing, lettering, etc., in his workroom before placing the display in the window, thus saving a great deal of work in the window and also doing away with the need of keeping the blind down which is very often overlooked. The less the blind is down the better, as it gives the store a dead appearance.

One feature of this display was that there was not a great amount of goods shown but that each piece stood out prominently. The two side pillars





FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

WINDOW DECORATING—Continued.

were covered with pleated cheesecloth. The light blue ruching was put on afterwards. The upper framework was made of 6 in. strips and hoops of nail kegs.

The framework was covered with light cambric, then puffed with white and light blue cheesecloth. The photo illustrates the back framework. The two side jackets and



Photo by G. P. Freeland, Bowmanville.

DISPLAY OF NORTHWAY JACKETS.

Trimmed by A. W. Humber, for S. W. Mason & Son, Bowmanville, Ont.

centre one were supported on revolving stands, which were made to revolve from a motor in the basement of the store. The belt was attached from the motor to one stand and then connected to the other stands. Around the two outside stands were cheeseboxes covered with pleated cheesecloth spread open.

Some clerks say "we are not given time for this work." Make time. Work at it in every spare moment, put in a striking display, and, if your employer is an enterprising man, he will see the advantage of having this kind of displays and you will be given more time for this work. Mr. Humber started as a clerk. His displays proved attractive and he is now giving just double the time he was two years ago to look after this department.

Some say, "it does not pay in small towns." Try it. Your object is not only to draw trade, but you want to make the store attractive and the store will establish a name for itself. Mr. Humber used the same framework in connection with a display of Crompton's corsets which looked equally well.

NEGLECT OF SMALL LINES.

In planning to show the different lines, the smaller lines are apt to be crowded out. Notions, for instance. It is not just the easiest thing in the world to obtain a large enough quantity of notions to make a respectable window display, and, even if it is, the amount of work necessary to produce an

effective display of these small wares is such that the window must be kept dark for a considerable period. It is perhaps more because of this time-consuming effort that notions do not as a rule receive the attention the stock is entitled to. If there is one line that really sells by exhibition it is notions. There are other small lines figured in your stock that will be slighted for the same reason during the rush of the Fall season.

Outside display cases have proven very beneficial to those departments which handle the smaller and more ornamental kinds of goods, and to the notion stock they are proving a veritable boon. Those firms that have invested in substantial outside cases have found that they have reaped their cost several times over within a year. The little lines of knick knacks which are really not numerous enough to make a respectable showing in a large window are much benefited by the outside showcase.

A store having but two windows will find two or more neat outside cases a very profitable addition to the store equipment. Even those stores with an abundance of window space have been quick to realize the value of outside showcases, not only as an introducer but an actual seller of merchandise. If these large stores, with every foot of frontage converted into window space, find these cases profitable, it is hard to see how those stores with limited window space can afford to get along without them. If these cases are properly constructed the displays may be changed frequently without much work, and with a little pains in preparing price and explanatory tickets beforehand it very often takes but a few minutes to effect an entire change.—Chicago Dry Goods Reporter.

CANADIAN WINDOW-DRESSERS.

At a convention in Buffalo of the National Association of Window Trimmers the following were elected vice-presidents for Canada: British Columbia, Edward A. Barker, Vancouver; Quebec, Charles E. Bernard, Montreal; Ontario, Arthur W. Humber, Bowmanville.

Mr. Humber would be pleased to hear from any Ontario trimmer wishing to join the association. On application he will mail to any trimmer a pamphlet explaining the objects and benefits of the association.



A WINDOW OF LADIES' CLOTHING.

In parasols for Spring, 1901, Brophy, Cains & Co. are showing a very complete range in carved and inlaid horn and ivory handles, also in sterling silver mounted pearls and the rarer natural woods; they show these samples put up in a manner that at once arrests the attention of buyers. Special attention is paid to the finish and minor details, and the goods will repay careful consideration.

FAIRE BROS. & CO., Limited

LEICESTER, ENG.

Manufacturers of

SMALLWARES

SKIRT BELTINGS
WOOL MENDINGS
SHOE LACES
CORSET LACES
BINDINGS
BELT WEBS
BLIND CORDS
TAPES

Order Through
Wholesale Houses

Representative for
Canada:

**Mr. Stapleton
Caldecott,**
45 YONGE ST.,
TORONTO.



PHILLIPS' ILLUMINATED

Silent Salesman
TRADE MARK

This case represents our Illuminated Silent Salesman which is fitted with concealed lamps and wired ready for connecting on to your electric lighting system.

Cases of the same style are made without the lights if desired.

Canadian orders filled from our branch in Windsor free of duty.



PATENTED IN THE UNITED STATES AND CANADA.
JOHN PETZ PATENTEE.

We have a descriptive circular in 7 colors. If interested, write for one.

John Phillips & Co., Limited
Canadian Branch, Windsor, Ont. = **DETROIT, MICH.**

How Canadian Prints are Made.

Visit to an Extensive Bleaching and Printing Establishment.

Written by THE DRY GOODS REVIEW'S Representative.

IT is only a little over a year since the first sod was turned at St. Henri, Montreal, toward the erection of a huge converting works for the Colonial Bleaching and Printing Company, Limited. And now the building is completed, the machinery installed, everything is running smoothly and the management have just issued their first price list of new Spring prints. Manufactured products have been going out of the mill since May, and the leading wholesalers have been selling "Colonial" fabrics for the Fall trade, but the catering for the Spring print trade is considered by the management to be the real beginning of business. That the samples of Spring patterns have met with the approval of all the houses is a fair portent that augurs well for the future of this important venture in Canadian industry.

It is a venture. Not that its establishment was a risk, but it is the only industry of its kind in Canada. Of course, it is not the only place where calico is turned out in Canada, but all other mills work from the raw cotton, whereas in the Colonial mills the raw product is the unbleached cotton fabric, bought either from English, Canadian, or American mills. Being concerned only with dyeing and printing, and having naught to do with carding and weaving, the Colonial Bleaching and Printing Company hope to give paramount attention to the quality of the dyeing, to the selection of patterns, and to the execution of the printing. They hope to gain from specialization, and so far their aspirations have been crowned with success. So successful, indeed, have they been in securing orders for their Spring goods that the mills are now busy turning out 40,000 yards of fabric per day, and the need of more additional space and machinery is already felt. The goods put upon the market this Summer have won a way.

EQUIPMENT IS FIRST CLASS.

THE DRY GOODS REVIEW spent an enjoyable afternoon at the mills not long since, at the invitation of Mr. A. W. Cochrane, the energetic sales manager. The visitor was surprised to see the smoothness with which everything was being run in the new factory. Each and all engaged in the enterprise seemed to have learned their duties, and if one feature is more outstanding than another, it is the zeal and energy with which the different employees are helping to make the business a success.

It is claimed that there is no better equipped print works in America to day. This statement is undeniable, for experienced and capable men are at the helm, they have plenty of capital at their back, and they have ordered everything to suit themselves. Most of the machinery and appliances has been built to order. No pains or expense was spared to make the works first-class in all respects.

The buildings form three sides of a hollow square, from the centre of which rises the massive smokestack. The engine-house, with its four powerful boilers, is thus separate from the mill itself. There is a main building and two wings—all of brick, and two storeys. The main building is 412x62 ft., the right wing 180x62 ft. and the left wing 150x64 ft. The

area covered is five acres, with room to spread. At the ground door, at the end of the right wing, the raw product, unbleached cotton, is admitted. From the upper door, at the end of the left wing, the finished article is shipped. The calico goes through the whole building before it reaches its finished state. Let us follow it and make notes by the way.

Immediately upon its receipt, the cotton is unwound and the webs sewn together to make one continuous whole. Then the fabric is led through a hole in the wall into the singer, which takes anything fluffy or foreign off the goods, just as the cook's singeing of the fowl before cooking takes off the down. The singeing is done by gas, and the machine is run by a gas engine especially installed for the purpose.

THE BLEACHING PROCESS.

Then the cotton passes into the bleachery, the next room on the ground floor. This is supposed to be the most complete bleachery either in the United States or Canada, in that it is continuous, the material coming in at one end and going out at the other. There is no crossing and recrossing of the bleached and half-bleached cottons. In the bleachery are three charging kiers and six boiling kiers, each of which holds 48,000 yards. Five washing machines and eight squeezers complete the machinery. They are divided into three sections, run by electric dynamos, two of 50-horse power, one 50, one 30 and one of two-horse power. There are four brick, cement-lined tanks, of a very large size, to hold the cotton when piled away between the different treatments. Altogether, the bleachery is up-to-date.

Upstairs, the cotton is taken to the white room, where it is brushed, sheared and wound for the white stock-room. Great care is taken to clean it thoroughly, and there are two shearers and three brushers for the purposes. The goods are also thoroughly dried in a 30 cylinder double dryer, heated and driven by steam. The cloth is wound in rolls of about 3,000 yards and sent into the white stock-room. And now we are in the main building.

Down below is the color-room and chemical laboratory, where Mr. Thomas examines drugs and colorings, dictates as to what colors shall come into the establishment and as to how they shall go out. His laboratory is well equipped. In the color room are six copper kettles, heated by steam, and containing huge mixers, a strainer and a gas engine. Everything is modern.

THE PRINTING MACHINES.

Next comes the printing-room, containing the marvels of the establishment—three huge printing machines. Mr. B. W. Lockwood is the veteran printer of the place. Each machine has attached a double engine, and also has four huge copper cylinder rollers to dry the fabric after printing to permit its being handled. The room is well lighted by windows that run two storeys high and admit a well diffused northern light. This prevents any shadows from falling upon the machines to interfere with the printers. More machines will soon be added.

From thence the cloth is taken upstairs to the steam-room, where the colors are developed as a hot iron does the stamp on linen. It is left for a half-hour in the cottage steamer, where it is subjected to a ten-pound pressure of live steam. Another steamer has been set up to develop colors that do not need so much pressure.

The engraving-room comes next. The importance of having high-class engraving has been recognized by the management, and, while experienced and capable engravers and

FOR  

SPRING 1901

20-inch, 23-inch, 27-inch
and 36-inch

Lyons Dye Habutai
Japan Habutai Silks
Corded Kaiki
Lace Effect Fancy Silks
Ladies' Silk Ties
Japan Matting

K. ISHIKAWA & CO.

Travellers are on their usual
routes with complete line of
samples.

24 Wellington St. West

 **Toronto.**

NOT BEST BECAUSE WORN
BUT WORN BECAUSE
BEST

Cravenette

THE
BEST CLOTH
FOR
RAINY WEATHER GARMENTS.

THE ...
Colonial Bleaching and Printing Co.
LIMITED
MONTREAL.

Spring Samples
NOW READY.

PRINTS,
FOULARDS,
DUCKS,
MOLESKINS,
SATEENS,
SILESAS,
DRILLS,

Our Proposition

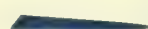
which includes the giving of the exclusive sale of the Dr. Deimel Underwear to one merchant in a city (excepting only a few of the largest) deserves the closest investigation by every merchant who has the trade which will appreciate a high-class article of exceptional merit. There is not only a most substantial profit on every garment sold, but the satisfaction of hearing purchasers praise the article and sending their friends for it is a feature which also appeals to the merchant who appreciates this commendation for the good it does the store.

We are ready to submit samples and terms, or send a representative where possible, in order that you may be made familiar with the Dr. Deimel Underwear. This puts you under no obligation to buy. Are you interested? If so, write at once and forestall your neighbor.

THE DEIMEL LINEN-MESH SYSTEM CO.

2202 St. Catherine Street,

10-12 Bread St., London, E.C., England.

 MONTREAL, CANADA.

CANADIAN PRINTS—Continued.

die cutters have been engaged, they have been provided with the best machinery procurable. There are both milling and pentagraph machines, together with complementary lathes. Already many nobby and neat patterns have been produced on the premises.

On the ground floor, on the other side of the main building, is the dye-house, in the charge of jovial Mr. Mullins. His chief pride is an open soaper, made by H. W. Butterworth Sons Co., of Philadelphia, the only one of its kind in Canada. An aniline black plant, made by The Rusden Machine Co., of Warren, R.I., is also an A1 plant and is giving every satisfaction. Then there are four set of jigs, eight dye machines, and four rope soap machines. A beater washer and a naphthol machine for all kinds of ice colors, together with other machines make up a complete dye-house. There are necessary drying machines built in conjunction with the soaping and black plants, which make the operation continuous and increase the facility of the work. This completes the main building.

THE FINISHING ROOMS.

Now we go to the left wing. On the ground floor is the finishing department; upstairs are the folding, stock and shipping rooms. The finishing department is replete with up-to-date starching and finishing machines, making a finish that will soon be celebrated among drygoodsmen. The drying machine consists mainly of 24 steam-heated copper cylinders. There are several calenders and tentering frames, one of which is the largest in Canada. Everything is modern and on a huge scale. Add to these stretching and pasting machines. The room is driven by steam and electricity, and each of the calenders has an independent engine of its own. This independent motive power is a feature throughout the building.

Upstairs in the folding-room are six folding machines that measure out the yards with precision. Here the goods are made ready for the stock-room. In one corner, samples of the goods are prepared for the wholesale firms. Before the goods are sent into the stock-room they are placed in a monster hydraulic press that exercises a 75-ton to the square inch pressure.

Already the stock-room is filled, and additional temporary quarters have had to be found in other parts of the building to accommodate the goods. But other buildings will be added.

And thus we have come to the door of exit. Taking it all and all, there is not much wanting and there is enough to admire. The entire plant is valued at \$375,000, and the incorporated capital is \$500,000. There are about 150 to 175 hands engaged continuously. The importance of the industry to the town of St. Henri is evidenced by the large number of dwelling houses being erected in the vicinity.

It should have been mentioned that the mill is situated between the Lachine canal and the River St. Pierre, and thus no difficulty is found in procuring the large amount of water that is necessary, and in securing ample drainage. A 16 inch main brings the water from above the Cote St. Paul locks.

The officers of the company are : President, H. S. Holt ; Vice President, A. Racine ; General Manager, W. T. Whitehead ; Sales Manager, A. W. Cochrane ; Mill Manager, Wm. Herrick. Board of Directors:—H. S. Holt, A. Racine, F. Paul, C. R. Hosmer, E. N. Heney, G. F. Hartt, and W. T. Whitehead. The down town offices of the company are in the Victoria Chambers, 232 McGill street. E.H.C.

Montreal Wholesale Trade.

THE wholesale houses report trade to be increasing in volume, particularly in cottons. A month ago there was a prevailing fear, almost amounting to expectancy, that the coming of the new crop of cotton upon the market would force down the high prices now set upon the manufactured article. Consequently, even the reduction in a few lines to meet American competition did not stimulate the trade. But now the public is better informed and buying freely. The Galveston storm, the publication of reliable reports confirming a shortage in the crop, and the closing down of several Manchester mills, on account of a scarcity of the new material, has forced the conclusion upon the minds of nearly all in the trade that prices must at least be maintained. The tendency of cotton prices now appears to be upward, even if all the crop grown is safely gathered, which is by no means assured. This year the crop is coming in three weeks late, and many fear that the frost may catch the third picking. If it does the damage will be serious. With all these facts the public are acquainted and are acting accordingly. The orders now being given the travelers are larger than sorting orders, and would indicate that stocks will soon be well filled. Wholesale houses are giving orders larger than the mills wish to accept. This all contributes to make a diminutive boom. The advance in the prices of bleached and unbleached cottons did not a little to convert more "bulls."

THE GAULT BROTHERS COMPANY, LIMITED.

The Gault Brothers Company, Limited, are busy in all departments, and report business to be considerably improved. The cotton department is particularly busy, and large shipments of both staples and colored cottons are being made daily. In the woollen departments, both domestic and imported, grey seems to be the popular color. Worsteds are selling well, but there is a noticeable tendency towards the Scotch finished goods. Travelers are now on the road with Spring samples of carpets, and, notwithstanding increased prices, have succeeded in securing good orders. The tendency of the market is upwards, and this firm consider themselves fortunate in having bought at the right time. They still have the leading numbers of last year's carpets in stock at old prices. A full stock of linoleums is to hand, and these also bear old values. The tendency in coloring is towards blue and crimson, but, of course, green is the staple. The assortment of dress goods is complete, as usual, and, now that Mr. Gault has returned from Europe, some new and attractive samples are being shown.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co., have had to work their staff at night to keep up with orders. All grades of cottons and flannelettes, specialties with this house, are being disposed of in enormous quantities. The travelers will soon be showing new Spring prints and they will carry some lines that will "make a noise." These goods are being opened now. For the Fall demand they have a large range of staple and fancy lines.

The fancy goods department is spreading, pipes and mouth organs having been put into stock this month. Shetland floss is proving to be the popular wool, but any order in

DEBENHAM & FREEBODY

Telegrams "Debenham, London." Telephone 2157, Toronto.

LONDON:

MILL HILL PLACE & WELBECK STREET W.
15 & 16 St. Paul's Church Yard.

AGENCIES & DEPOTS AT

LYONS, ROUBAIX, ST. ETIENNE, MANCHESTER
LIVERPOOL, DUBLIN, Etc.

PARIS—115 Rue Bonaparte.

BRUSSELS—10 Rue des Bouchers.

NEW YORK—111 Fifth Avenue.

MELBOURNE—50 Flinders Lane, West.

SYDNEY—122 George Street.

TORONTO—111 York Street.

Silks, Ribbons, Velvets, Laces, Chiffons, Etc., and High-Class Novelties in Dress Goods

Samples of the latest designs in above lines as they are produced, for direct importation orders.

STOCK KEPT IN

Black and Colored Taffetas
Black and Colored Satins
Black and Colored English Silks
Peau De Soies, Mervieuilleux, etc.
Black and Colored Taffeta Ribbons

Black and Colored Satin Ribbons
Black and Colored Faille Ribbons
Black and Colored Malines Tulles
Black and Colored Chiffons
Choice Designs in French, Belgian and German Laces

Which are offered to the trade at quotations about equal to direct importation. Our extensive trade in all parts of the world enables us to offer exceptional advantages to our customers. Samples sent upon request. Buyers visiting the market cordially invited to call.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

THE **B. & C.**

Wright Bust Form

IS SUPERIOR TO
THE CORSET

For the following reasons:

It is graceful and perfect in shape.
Durable, easy and comfortable.
No heavy front, side or back steels.
The slender woman may wear a tailor-made gown.
It is a gentle shoulder brace.
The low bust effect may be obtained with the Form without padding.

IT IS THE FIGURE THAT
MAKES THE DRESS, NOT
THE DRESS THE FIGURE.

Sample Orders Solicited.



PATENT No 54529
MANUFACTURED BY

BRUSH & CO.

TORONTO, ONT.

WREYFORD & CO.

Wholesale Men's Furnishers

ROMAIN BUILDING, **TORONTO**

Dominion Agents for

Young & Rochester

LONDON and LONDONDERRY.

Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.

Full ranges for Spring, 1901, now ready.

Special ranges Flannel Outing Suits.

If you will not be in Toronto, arrange for our travellers to call on you.

TRESS & CO., London, Eng.

—High-Class—

HATS and CAPS.

Spring samples received. Latest English and New York shapes. Silks, Felts and Straws.

DR. JAEGER'S SANITARY

WOOLEN UNDERWEAR.

For Gentlemen, Ladies and Children.

For 15 years the STANDARD OF THE WORLD.

For 5 years steadily growing in favor in Canada.

UNITED GARMENTS.

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.

If no agent in your town write us.



BATTING...

Guaranteed free of Threads and other weak and lifeless stock.

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for.

**North Star, Crescent
and Pearl Batting.**

You are Thinking of Your Fall Glove Sales

ARE YOU NOT?

IF YOU WANT THE BEST TRADE

Pewny's Gloves

SHOULD BE YOUR LEADERS.

STOCK FULLY ASSORTED
WITH LATEST SHADES AND STYLES.

Your sample order is wanted if you
do not already keep these lines.

S. Greenshields, Son & Co.

Sole Agents

MONTREAL and VANCOUVER.



Luxfer Prisms successfully lighting
store 100 feet long.



Ordinary glass made the store unrentable
without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.



THE GOLD MEDAL PARIS EXPOSITION

Corticelli

SPOOL SILKS

Brainerd AND Armstrong's WASH SILKS

IN PATENT HOLDERS

These silks have always taken GOLD MEDALS or FIRST PRIZES wherever exhibited.

ASK YOUR STOREKEEPER FOR

Do you remember the scarcity there was last Autumn of

LACE BRAIDS AND FOOTINGS?

Are you going to be caught in the same way this season? We do those goods better than elsewhere, and you will find particulars in our new season's catalogue which you may have for the asking.

F. ROBERTSON & CO.

20 Front St. West,

TORONTO

ENCLOSED ARC LAMPS FOR STORES AND WAREHOUSES.



Double Globe Type
of Enclosed Arc Lamp.

Good Light is as essential to the majority of stores as good salesmen and for evening sales of some classes of goods it is an absolute requisite. While good effects have been obtained in the past by the use of oil and gas lamps such methods of illumination are no more adequate to the present demands than the stage coach or horse car to the requirements of modern transportation.

A perfect lamp for store lighting must furnish an abundance of clear white light at a small expense. It must also be safe, healthful and convenient to light and extinguish even at a distance. The Enclosed Arc Lamp fulfills all these conditions. It is economical to operate; it requires no matches; produces no sparks or dangerous gases; it furnishes a light so like daylight that delicate shades of color are given their true values, and it can be controlled perfectly from any part of the store. The Canadian General Electric Co.'s Enclosed Arc lamps for continuous current circuits of various voltages, alternating current of various voltages and frequencies, are unsurpassed in points of design, material and workmanship.

Write to us for Illustrated Bulletin, giving interesting letters and illustrations of some large and successful installations in large departmental stores in the United States. Mailed free on application.

CANADIAN GENERAL ELECTRIC CO.

Branch Offices:

Montreal, P.Q.
Halifax, N.S.
Winnipeg, Man.
Vancouver, B.C.
Rossland, B.C.

Limited.

Head Office, TORONTO, ONT.

Factories, PETERBORO', ONT.



Design A.

DORCAS THIMBLES

(Horner's Patent)



Design D.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

The Most Popular Thimbles of the Day.



Design G.

Canadian Agent

H. PEARCE

14
Place D'Armes
Square,

MONTREAL.



Design K.

MONTREAL WHOLESALE TRADE—Continued.

Berlin wools, Andalusian, Baldwin or Canadian fingerings and imported Saxons can be immediately filled. The new thing in trimmings is gold braid. Patent leather belts are in good demand. A nice line of art silks has been put into stock for the holiday trade. A line of purses with silver corners is selling well. A nice range of ebonoid silver-mounted goods for ladies' toilet tables is to hand to retail at 25 cents. The agency for "Crown" perfumery goods, including soaps, has been secured lately, and some good values are being shown.

In the linen department Christmas goods are being given special attention. These include doilies, five o'clock tea covers and sideboard covers, hemstitched, open-worked, and trimmed with knotted fringes. Staple goods are in full stock.

The most popular lines of dress goods are those with a camel hair effect. A good demand has been experienced for grey debeiges, which are being used considerably for skirtings and suitings. For blouses, the latest things are printed French opera flannels and German flannels, in special Madras patterns. New lines of silk-finished velveteens and velvets, in all shades, are being shown.

—
R. C. WILKINS.

Mr. Wilkins informs THE REVIEW that he has waited for all the newest designs in fabrics and styles from England and America before completing his range for Spring, consequently his travelers will be a little late in starting out. Mr. Wilkins is making a special bid for the large cash buyers who use outing suits and negligee shirts and overalls in good qualities. He promises the latest designs of ladies' tailor-made skirts and the best assortment ever shown in Canada. About a year ago Mr. Wilkins made up his mind to pay special attention to cash buyers, and by so doing has not only increased his business, but has done fully 70 per cent. of his output this year on a 30-days' basis.

—
KYLE, CHEESBROUGH & CO.

Messrs. Kyle, Cheesbrough & Company are showing some entirely new designs in pulley belts of black and jet that are exceedingly handsome goods. These are of Austrian production, and this firm are the first to introduce this novelty in this market. They are offering them as a holiday attraction to be delivered in December for the Christmas trade. A novelty in Japanese glaze silk, 27 in. wide, in all colors, at 45c. is another special offering. This line is procured first hand from the makers in Japan, and is of unusually fine finish, being glossy and soft. It is specially adapted for evening dresses, blouses or waists, as well as for art and drapery purposes. This firm report unusually large sales of brocaded matalassie cloak and jacket cloths. These are used in both light and heavy weights. They are brocaded in raised patterns of exquisite designs, the face of the goods being of silk finish, very rich and "distingue" in appearance.

—
M. SAXE & SONS.

In regard to styles for next Spring, M. Saxe & Sons say that in the general make-up of clothing for next season there will be but little change. The shoulders on the coats will be made up more square, and, in order to produce the desired effect, this firm have adopted the patent pad introduced by a large New York house. This will be the only material change in so far as the make-up is concerned, but there will be great changes in patterns and styles of material. This will be a marked improvement, to judge by the samples of this firm.

They claim that their travelers are now showing the most nobby line of samples of ready-made clothing ever set before the eyes of a Canadian customer. The Raglan coat, which came into Canada only a season ago, will be very popular next Spring. It will be made up in materials of light weight and shades.

—
BEAVER RUBBER CLOTHING COMPANY.

The Beaver Rubber Clothing Company have given the special coat we mentioned in our last issue the name, "Driver's Friend." It is made of duck, in khaki and black colors. The very best of rubber is used in its manufacture, so it should enable any man to stand in a heavy rainstorm for 36 hours and yet keep dry. It is strongly recommended for carters and others exposed to heavy weather.

The Beaver Rubber Clothing Co's. travelers are now out on the road, both in the Maritime Provinces and Ontario and Quebec. They are doing a good business, being helped, no doubt, by the rising prices of cotton and gutta percha.

A CHANGE.

In consequence of the very rapid strides which their business has made during the past two years, Boulter & Stewart have decided to make a change in their traveling staff for the future. Mr. Boulter has always gone to the Pacific Coast twice a year, giving the balance of his time to the buying and manufacturing, but, in view of the increase in trade of late, has decided to give his undivided time and energies to the manufacture of their extensive line of ladies' ready-to-wear goods.

They have secured the services of Mr. Geo. Strachan, who is well and favorably known in that territory, and bespeak for him a very successful business in their well-known lines.

GOLD MEDAL FOR SILK THREADS.

The Corticelli Silk Co., Limited, have received notice that "Corticelli" spool silks and "Brainerd & Armstrong" wash silks in patent holders were awarded the gold medal at the Paris Exposition, 1900. These famous Canadian silks have always won gold medals and first prizes wherever exhibited, which is a strong commendation of their superiority.

A JOB IN WRAPPERETTES.

S. Greenshields, Son & Co., Montreal, have just purchased over 4,000 pieces job wrapperettes. They are offering these to the trade at less than manufacturers' prices.

The Montreal Cotton Co., for whom Stevenson, Blackader & Co. are selling agents, have received the Grand Prix at the Paris Exposition.

Mr. B. L. Monkhouse, manufacturers' agent, who lately removed his office to the McKinnon building, Melinda street, Toronto, is at present in England visiting the principal markets of the various lines he carries, and promises to return in time for the Fall trade provided with a range of samples prepared under his personal instructions, which will insure a further accession to his already satisfactory business.

Canadian buyers who go to Great Britain are familiar with the Hope retail stores in London, the leading provincial towns of England and Glasgow. This concern, which was founded in 1876 by the late Thomas Peacock, of London, is being formed into a company with a share capital of \$3,000,000. According to recent profits the company can pay a dividend of eight per cent. on ordinary stock. The new head of the business is Mr. T. H. Lowthian.

The St. Thomas Import Company

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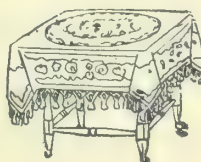
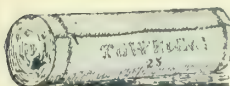
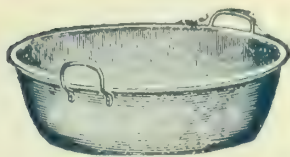
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MONTREAL AND TORONTO, OCTOBER, 1900.

**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

INSOLVENCY LEGISLATION AGAIN.

THE Montreal Chambre de Commerce is taking opportune steps to secure insolvency legislation from Parliament when it next meets. At the meeting held on September 19, Mr. Morin, in discussion upon the motion passed by the Canadian Manufacturers' Association, suggested that pressure should be brought to bear upon the candidates for Parliament, pledging them to do their utmost to have an insolvency Act adopted. We learn from the President, Mr. Geoffrion, that the Chambre de Commerce is acting upon the suggestion, and that Mr. Parisseau, the member for Chambly-Vercheres, has adopted this as part of his platform.

Opinion generally seems to favor the enactment of the bill introduced in 1898 by Mr. Thos. Fortin, M.P. Mr. Fortin, himself, has spent a great deal of time upon the preparation of the measure, and has had the assistance of several men of experience and ability to aid him. Consequently, the business men of Canada will be satisfied if Mr. Fortin's good judgment is approved and if his measure becomes law.

This measure ought also to appeal to the non-trading classes, for they do not come under the Act and cannot be forced into liquidation. With this provision contained in the bill, the country members have no right to prevent the business community from obtaining that which it needs—and needs badly.

One of the chief features of Mr. Fortin's bill is that it does away with official assignees. All bills introduced previously to that of Mr. Fortin provided for the appointment of officials of one kind or another. Sir Mackenzie Bowell's bill would have introduced official receivers, who would really have been assignees. Assignees are not wanted, for they proved themselves, under the old Act, to be plagues and scourges. Mr. Fortin's bill provided for no official, but, in order to place some person in charge of the assets, he advises that the sheriff, who exists as an officer in all Provinces, could be authorized by the court to take possession, unless the majority of the creditors designated another person, who could be appointed immediately. In the majority of cases this would result in the appointment of a person chosen by the creditors.

Another important feature of the bill is that the majority of the creditors—not in number, but in point of amount of debts—should be in absolute control of the estate. Mr. Fortin is acting on the principle that a man can dispose of his property as he pleases and when a man becomes insolvent his property is transferred to his creditors; therefore, they should have absolute control of it.

The bill provides for the granting of a discharge, but it contains elaborate provisions to prevent the granting of a discharge without giving the creditors ample opportunity to oppose the claim made by the insolvent. Only the honest shall get the discharge.

Perhaps the newest feature of the bill is that the discharge shall apply only *quo ad traders*. Non-traders are to be allowed to rank as ordinary creditors and to receive their dividend, but will not be affected by any discharge. They will thus be able to recover the balance of the debt if the insolvent comes into a position to pay. This applies only to non-commercial debts, such as the claims of farmers and professional men. Traders are the only persons to be allowed to go into insolvency and clear themselves of their debts by part payment.

Like other insolvency bills, Mr. Fortin aims to do away completely with the obnoxious custom of allowing secret preferences.

Two years ago when Mr. Fortin introduced his bill in the House at Ottawa it was set aside till the working of the new laws in the Maritime Provinces could be judged. These seem to have operated satisfactorily in some particulars. For instance, when a preference or security is given it is immediately registered in the Maritime courts. But a general law for the Dominion is sorely needed, and, if elected, Mr. Fortin purposes to introduce his bill next session.

The Chambre de Commerce is to be congratulated on the energy it is displaying.

DEPARTMENTAL STORE COMPETITION.

OWING to the agitation in Toronto to raise the assessment on the Eaton Co's. stock the whole question of big departmental stores has come up again for discussion. The Retail Merchants' Association, members of which conducted the inquiry and gave evidence, is now asking to be recompensed for the expenses. It was a purely municipal work they did and there seems no reason why the account should not be paid. The point is raised that the civic officials have no legal power to pay it. The municipal authorities all over Canada appear to have a good deal of power to do foolish things, but seldom assert their right to do wise things.

But the general discussion on big departmental stores is once more raising questions which we have often referred to in these columns. One is that the local merchants can often copy their best methods to his own advantage. The Oshawa Vindicator, for example, directs attention to one strange case of local apathy when it says: "There are 30 business men within the four blocks of the town who never say a word to the public from one year's end to the other, either through a newspaper or by hand bills. Can those men expect to keep trade in town?" This is one of the particulars in which the local merchant can afford to copy the policy of the big stores with their fresh, up-to-date advertising.

Another point of equal importance is that of giving credits. A correspondent of a Toronto paper says: "Make the store debts as the hotel liquor debts—uncollectable in the Division Court under \$100. You cannot get any Government to do that, but the departmental stores are doing it without consulting any Government. How many good, honest merchants have "gone to the wall" through being not only too generous with other persons' goods, but with their own hard-earned money, only to keep up and encourage a class of persons who should not exist in any country that wants to be progressive and prosperous?" No doubt the cash system is a considerable factor in drawing trade away from stores that give credit.

We believe that the local merchant is entitled to his local trade, and that he is, as a Manitoba contemporary says, "the man who cannot be dispensed with. He is a man who takes great risks in the pursuit of his business. He comes unbonused, invests his capital, and puts in a stock of goods entirely at his own risk. He is obliged to stock his store before the goods are needed, and in doing so he has to anticipate the wants of the community. Hundreds of people never think of this, and have no idea of the amount of caution and fine judgment that are required in doing it."

MORE SMALL PORTS OF ENTRY.

The Dominion Government still continues a policy which has been in vogue in this country for many years of creating outposts of Customs at various points throughout the Dominion. As we have already pointed out on more than one occasion, this is not the right policy. It encourages different classification of values all over the country, so that no importer is sure of what rate his competitor is paying for the same goods.

It may be said that the local merchant is inconvenienced by

these outposts, but, as a matter of fact, the equalization of Customs rates is of more importance than anything else. This is especially true where the tariff, as ours does, consists largely of ad valorem duties rendering necessary a very accurate knowledge of the qualities of goods before the correct sum can be collected.

Unless some very strong opinions are brought to bear upon it, it looks as if our succeeding Government would go on creating small ports of entry until the number of such small Customs houses exceeds all reasonable necessity.

AMERICAN METHODS IN LONDON.

THERE have been rumors for some time that a big departmental store would be opened in London, England, on the American plan, and the name of the capitalists who were engaged in the enterprise were said to be The Siegel-Copper Co. It seems that there is some truth in the statement.

In the opinion of that firm, whose large stores in Chicago and New York are conducted on the most up-to-date methods, the biggest city in the world needs just such an institution as one of these. The Americans consider that the big stores of London are inadequate to the immense area served, and they assert that the English store has never yet grappled with the mercantile policy of large volume and small profits.

We would be inclined to think the very reverse, but this charge is actually made by one of the managers for The Siegel-Cooper Co., and he ought to know what he is talking about. He says further that the largest London store only does an annual business of about \$15,000,000, which, if so, is not a very large sum considering the immense field that London presents to such enterprise.

One of the chief requisites to the success of a new departmental store in London would be a proper situation, one which would be central enough to draw the trade from the principal avenues of traffic, and at the same time be not too far from the West End. It is said that the cash system is not worked out as perfectly as it should be in the existing London stores, and that the American institution would strictly enforce cash as they do in America.

THE KID GLOVE TRADE.

The country dealer should be careful not to lose the profits to be made in keeping his stock of kid gloves well assorted.

There is often trade lost in this way by the local merchant not caring to carry anything like a complete stock, either in colors or sizes of ladies' kid gloves. In this way the big city stores do a large trade by mail.

The wearers of kid gloves complain with considerable truth that the local store cannot furnish them with the kind they want. By this means the local buyer gets into the habit of ordering things by mail, besides kid gloves, and thus the local merchant loses his trade.

It would be well for town and country dealers to consider this matter very carefully, and decide whether it would not be worth while to announce his intention of being thoroughly up-to-date in kid glove stocks.

FLAW IN AN INSOLVENCY LAW.

It seems that Canada is not the only portion of the British Empire where the insolvency laws give the English creditor annoyance and cause him loss. It is rather surprising to find that one phase of the insolvency law of the colony of Victoria, Australia, is being construed to the disadvantage of the English creditor.

A case recently came before the High Court of Victoria, in which a firm had recently failed, and the trustee wanted to remit the sum of \$3 000 to London to pay the creditors there a dividend equal in amount to what was being paid to the Australian creditors. It was decided, after some litigation, that there was no power in the Insolvency Act to make such an order, and the consequence is the English creditors will have to send out to Victoria the proofs of their claims and also to appoint an agent to receive the money.

It is very clear that such a law should be amended, for it is a plain omission. It cannot have been intended to deprive the English exporter of his undoubted rights. As mentioned elsewhere in this issue, we are not without hope that something may be done in the new Parliament of Canada to remedy the insolvency system.

At the present moment the issues of the general election are pushing aside all purely commercial questions.

COMMERCIAL BRIBERY.

The bill which has been before the British Parliament for some time, dealing with the question of commercial bribery, still hangs fire. The author of the bill, Lord Russell of Killowen, died not long ago. As he was the chief promoter of the measure it remains to be seen whether any other public man of the same eminence will take the matter up vigorously.

During the late session of Parliament the bill passed the House of Lords, but has yet to be dealt with by the House of Commons. It is often said that you cannot make men honest by act of Parliament. Yet, it appears as if the measure was along that line, because it defined as corrupt so many secret payments that it became necessary to exempt by a special clause the tips which travelers give to railway porters or to the servants in a house where he happens to be staying. The necessity of making these exceptions shows how hard the bill strikes at all gratuitous payments, and it would really look as if such legislation, when drawn stringently, would defeat its own purpose.

PAYING SMALL DEBTS.

An Ontario newspaper, The Orillia Packet, has started a very useful discussion on a point which nearly concerns the retail merchant.

The journal in question proposes that the best way for the average individual to celebrate the opening of the twentieth century would be to pay his or her small debts. "If," says our contemporary, "every individual would make it a point to pay as many as possible of his debts, and especially his small debts, between now and December 31, he could enter the

twentieth century 'owing no man anything,' if that happy end be at all attainable." Apart altogether from the moral or sentimental side of this proposal, it is one that the merchant will endorse.

There is no greater grievance in commerce to-day than the difficulty of getting people who can well afford to pay their debts to hand over the money. There are so many persons who like to delay as long as possible for no other reason, as far as one can see, than the pure love of money and the hatred of parting with it.

If merchants who think well of The Orillia Packet's plan will draw it to the attention of editors in other towns, some practical headway may be made in the matter.

THE PARIS FIRE.

The fire which swept through the town of Paris, Ontario, last month was one of those calamities against which it is very hard to make provision. Had it not been for the tremendous and unusual gale which prevailed when the fire broke out, there is no reason to suppose that the fire could not have been extinguished. But the consequence was that a large number of merchants lost all their stocks, and have been put to the greatest inconvenience. Several of them, with characteristic courage, at once began to make plans for rebuilding before the fire was actually out.

We offer our sincere sympathy to those of our readers who have suffered by this severe fire. It is a matter for the greatest congratulation that the fine mills of The Penman Manufacturing Company escaped the flames. The buildings are situated in more than one section of the town, and it seems little short of marvelous that at least one building did not fall a victim.

The curtailing of such a magnificent industry as this at the busy season would have been not far short of a commercial calamity. Readers will join with us in congratulating the company upon its good fortune. There is no reason to doubt that the courage and resource of the people of Paris will prove equal to the emergency of recreating their town.

THE EXPORT TRADE.

The assistance which Governments are giving to the export of every kind of foodstuffs is a reasonable enough policy in the interest of the farmer. We have no fault to find with the assistance to the farmer, but it is questionable whether enough is being done to push our export trade generally with other markets.

True, we have subsidies to certain steamship lines, and the manufacturer is allowed rebates on the duties paid upon material used in making an export article, but, if all reports are true, these rebates take a long time to get, and the subsidies are not large enough to bring down the freight rates.

Is there any economic reason why Government depots should be established for the sale of Canadian butter in China or Japan, and not for the sale of Canadian cottons in those countries?

Hat, Cap and



Fur Trade.

The General Outlook in Hats.

Retail trade in the cities is pretty fair, and September sales were quite up to the average. Some dealers, however, find trade a little slow, but look forward to a good October. That present conditions are not unsatisfactory may be inferred from the fact that wholesale importers report that retail orders for Spring hats are large, showing that the trade count upon a good season for Spring, 1901. Samples of both straw and felt hats are now being shown. In straws, rustics sell freely, as well as the turban shape of boater. The out-of-town dealer is also buying the "Century" style—the fedora shape in straws—which made its appearance in the cities last Summer. Linen hats, tourist shape, with fancy puggaree bands, shown both with soft and stiff bodies, are being bought for next season's trade.

Notes of Trade Interest.

There are no hat merchants in Mexico. Hats there are simply a line carried by the general dealer, who sells, usually, various styles and colors of the soft Alpine hat of medium quality, that is \$3 to \$3.50 a dozen. Some American hard felts are sold, and some straws in Summer. The duty on each hat brought into Mexico is 47 cents, regardless of the value of the hat.

E. D. Ross, of Hamilton, took advantage of the millinery openings in that city to have a "men's hat opening." In his two stores he carried a good range of the latest novelties, and called attention to new features in his stock through the local press. The experiment is a good idea, and may commend itself to other dealers.

L. N. E. Lafontaine, Guelph, has moved his stock of furs into new and improved premises. One of his novelties is slippers of Greenland seal, for house wear. These are sold at moderate prices.

James Coristine & Co., Limited, Montreal, say that they are carrying the largest range of hat and cap samples for Spring, 1901, ever shown by a Canadian house. They have secured the exclusive control of many prominent makers' hats, and with 15 energetic men on the road should make the hat trade hum.

The Fur Seal Question.

It is admitted at Washington, says The New York Fur Trade Review, that branding seals, as conducted on the Pribyloff Islands, as yet shows no satisfactory results, the plain inference from the statement being that the experiment has not yet run a satisfactory length of time to demonstrate its good qualities, if it has any. The practice of branding began in 1896 and has been continued to date, which we are to regard as too short a period to be effective one way or the other. How anyone should have supposed that branding seals would be productive of satisfactory results is more than we can understand, or have been able to even indefinitely apprehend from the very beginning of the practice. Canadian sealers, who business it was

believed, not by business men, but at the Capitol, would be very nearly ruined by the cruel operation, looking at the matter from their point of view, note no satisfactory results, though we believe out of a catch of 27,000 seals, six skins presented very clear evidences of having been branded, and presumably only of partial market value. We may suppose that the branding will continue in the hope that in some mysterious way good results will follow, for, in this respect, as in all others, while there is life there is hope.

The English Hat Trade.

The felt hat manufacturers in the Manchester district report trade as being rather quieter than usual by comparison with other years. The disturbed condition of affairs in South Africa and China is beginning to have bad effects upon the shipping trade, while at home the increase in the price of coals and other commodities essential to hat manufacturing has hampered trade considerably. Notwithstanding the condition of trade, the day-wage men at Denton have given notice that from October they will require an advance from 32s. to 35s. Returns show the total exports of hats manufactured at home during 1899 to have been 1,071,315 dozen; value, £1,106,647; compared with 1,072,119 dozen; value, £1,059,739, in 1898. For the seven months ended July this year the exports of skins were valued at £882,879, against £861,473 during a like period last year.

The shellac market has been dull lately, but deliveries keep good. Present prices: Fine orange, £3 15s. to £4; second orange, £2 17s. to £3 10s.; garnet, £2 16s. to £3 2s.; button, £2 to £4.

The trade has received official intimation of the amalgamation as a limited company of the business of John Turner & Sons, hatters and electrical engineers, Denton and the United States, and that of Alderman Giles Atherton, hatting expert and engineer, Stockport. This firm of Turner, Atherton & Co. will, it is stated, shortly introduce new machinery, which will have an important bearing on the hatting industry.

The Story of the Panama Hat.

The United States Consul at Guayaquil, Ecuador, has sent to Washington an interesting report on the Panama hat. "Ecuador," he says, "can, with justice, claim preeminence in the production of cacao and the manufacture of straw hats and hammocks. Her cacao crop represents about one third of the world's supply; her hammocks, made in the coast provinces, notably those of Manavi, cannot be excelled by any made elsewhere; while her straw hats are the finest in the world. The Manavi (Panama) hat was first made in the province of Manavi, Ecuador, about 275 years ago, by a native named Francisco Delgado. The present centres of the industry are Monte-Cristi and Jipijapa, in the province of Manavi, and Santa Elena and Cuenca, in the provinces of Guayas and Azuay, respectively. They came to be known as Panama



REGISTERED TRADE MARK.

This is a "Puritas" Comforter. It shows the filling before the stitching is completed. It shows the reason why "Puritas" means "pure," clean filling. Costs no more than the ordinary brand. Ask your jobber for it.

P_{redestined}
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Down Cushion, 18 x 18, from \$2.00 per doz. upward.
Retail for 25c., 40c., 60c.

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Retail for 75c., \$1.00, \$1.25.

Good lines for Christmas trade if ordered in time.
Write us for complete price list of covered and white cushions.

THE ALASKA FEATHER & DOWN CO., Limited
305 St. James Street, Corner Victoria Square, MONTREAL.

SOME HAT POINTERS.

Fifteen travellers with fifteen sets of samples are now on the road with our Spring samples of Hats and Caps.

We have the exclusive control of a large range of High-Grade Hats in such popular makes as

"Stanley," "Thornton," "Beresford,"
"Richmond" and "Milner,"

also the celebrated **"Carrington"** and **"Cooksey"** hats which we are now offering to the general trade. We show Rough Rider and Cow Boy hats in a large variety of makes, including **"Stetson," "Rutan,"**
"Roelofs" and others. Styles and values are exceptionally fine.

James Coristine & Co., Montreal
LIMITED

HATS AND CAPS—Continued.

hats years ago, when that city was a distributing centre. In Ecuador, Colombia, and Central America, the hat is known by the natives as the "Jipijapa" (pronounced Hipy-hapa), but, as they are made elsewhere in Ecuador, principally in the province of Manavi (Mahn-ah-vee), and as the name is easy to pronounce, it seems to me it might take the place of the present misleading appellation."

The plant from which these hats are made is a native grass or species of cane. It is fanlike in shape, something like palmetto. When the plant is five feet high it is cut, boiled in water and then sun-dried.

In making the hats the straw is first carefully selected, dampened to make it pliable, and then very finely divided into requisite widths, the little finger or thumb nail being used for the purpose. The plaiting commences at the apex of the crown and is continued in circular form until the hat is finished. The work is carried on while the atmosphere is humid, from about midnight to 7 a.m. If the strand breaks, it can be replaced and so plaited as not to affect the work nor be visible to the naked eye. It requires from three to five months daily labor of three hours per day to make one of the finest hats. The business in its highest development is really an art, requiring patience, fine sight, and special skill—qualifications few of the natives possess. The plaiting completed, the hat is washed in clean, cold water, coated with a thin solution of gum, and polished with dry powdered sulphur. They are so pliable that they can be rolled up without injury and put in one's pocket; they will last for years and can be repeatedly cleaned. Natives of both sexes and all ages are engaged in this work at odd times, the business being a side issue. Children make from raw, undressed straw, about two of the common hats per day.

The Consul says: "The Cuenca hat wholesales at from 18 to 60 sucres (\$7.92 to \$26.40) per dozen; finest, at 12 to 15 sucres (\$5.28 to \$6.60) each; the Manavi hat brings 3 to 50 sucres (\$1.32 to \$22) per dozen; finer hats, 10 to 40 sucres (\$4.40 to \$17.60) each; fancy hats, 50 to 100 sucres (\$22 to \$44) and more each. The principal exporters in the city of Guayaquil are Messrs. Norverto Osa & Co. and Manuel Orrantia & Son, both houses of excellent repute. Considering durability, they are the cheapest straw hats in the world; their beauty and comfort should bring them into general use."

It appears that Peru has been taking a large quantity of the straw from which she manufactures hats, competing sharply with Ecuador and causing a decline in the industry; but the export duty imposed by the last Congress is reviving the business, exports in 1899 being 70,000 sucres more than in 1898. Since the Germans, with characteristic enterprise, have been running a line of steamers from Hamburg to San Francisco, some shipments are going to that city.

The finest hats ever made were by a native named Palma, and were exhibited at the Paris Exposition when Napoleon III was emperor. The two best were bought by a French gentleman for 1,000 francs (\$193) and presented to the Emperor and Marshal McMahon. Palma is now dead, but there are two or three others who possess equal skill.

Monotony in shape has been, perhaps, one of the chief causes why the hats have not been more popular, but, if dealers would take up the matter, the natives could easily make any style desired. Ladies' hats may be worn a number of successive seasons. Cleaned and retrimmed, they appear perfectly new.

Toronto Wholesale Trade.

THE W. R. BROCK CO., LIMITED, TORONTO.

SEPTEMBER has been a good month for the carpet and housefurnishing trade. This firm are in a particularly advantageous position to do a good business in carpets, as they have on hand a wide assortment of imported carpets, bought before the recent advance in prices. Their travelers are taking orders, not only for immediate delivery, but also for next Spring.

Grey cheviots are the leading sellers in overcoatings, with meltons next, principally in black. They are finding a large demand for grey, black and blue cheviots and llamas, and meltons, beavers, kerseys, montenacs, curls, etc., in blacks and blues. Some special numbers of black and blue twill worsteds at extra low prices should be noticed, and two specials in black venetian worsteds. Worsteds are selling better than tweeds at present, but, as there is a great deal of cheap worsted being made, it is likely that tweeds will lead later in the season.

The Toronto house of the Brock firm are offering a variety of specialties in the staple department. No. 40, a 32-inch colored sateen, purchased about 12 months ago, in 40 different shades is a very fine cloth. It has a bright finish, and can be retailed at 15c. Another, No. 051, is a 28 inch reversible salisbury, in black and red and black and white checks, stripes and figures. This is a Manchester cloth, good heavy weight, bright printing, and is for retailing at 12½c. A full range of patterns is shown in 34 and 35-inch heavy, striped flannelettes, No. 180, to be retailed at 10c., which is about the regular wholesale price. A good bargain will be found in No. M38, a 68 inch cream damask table linen, in five different designs, with a fine mellow finish, that can be retailed at 40c., 25 per cent. below the regular price. In toweling, two specialties should be noticed, a honeycomb cotton towel, 14x26 inches, which is a stock line, secured at a cut price from Manchester, and can be retailed at 5c. per pair, or about mill price, and an 18 inch hickory crash, a dark huck toweling, to be retailed at the regular wholesale price of 10c.

A large quantity of odd lines of men's neckwear is being cleared out at very low prices. Flannelette, white and working shirts and overalls are offered at prices lower than they can be manufactured for to-day, and these lines cannot be sold at another time except at an advance of 20 to 33½ per cent. A good business is being done in men's and boys' fleece-lined underwear, "Kitchener," "White," "Buller," "D" and "Kimberley" being especially popular. Ringwood gloves for ladies' and men's wear are offered at prices to retail at 25c. per pair.

In hosiery, they are offering some stock at 1898 value, which is being rapidly sold. Special value in ribbed and plain hose may be found, to retail at 25 and 50c. per pair.

They have two specials in ladies' vests, "Brownie" and "Kraze," which can be retailed at 25c.

The travelers of Brophy, Cains & Co., are on the road with Spring vests. They have their usual full assortment of staple lines in no, half and long sleeves, as well as an extra fine range of high-class white goods in lises and silks with novelties in trimmings.

Our Illustrated Catalogue of FUR GARMENTS, CAPES, NECKWEAR, etc., for season 1900 will be issued shortly. Send for one. You will find the styles are up-to-date and it will pay you to write us for prices.

Our travelers are now on the road with our full range of Hats, Caps and Straw Goods for Spring 1901.

EDGAR, HATS and FURS.

CORISTINE & CO.

517-519
St. Paul St., MONTREAL.

Successors to GREENE & SONS COMPANY.

Plate Glass Mirrors

THE advertiser has three Bevelled Plate Glass Mirrors which will be sold at a bargain. They are of the very best quality, suitable for dry goods stores or windows.

*

SIZE—Two are 43 $\frac{7}{8}$ inches by 32 $\frac{3}{4}$ inches, and one 33 inches by 31 inches. Bevel, 1 $\frac{1}{2}$ inches.

Address **PLATE GLASS**

Care DRY GOODS REVIEW,

TORONTO

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool. Calling at Quebec and Rouen, P.Q., and Queenstown, Ireland, each way, to embark and land Passengers and Mails.

"LAKE ERIE" and "LAKE CHAMPLAIN" (New)
9,000 Tons, Twin Screws

From Liverpool.			From Montreal.
Tuesday, Sept. 18	LAKE ONTARIO		Friday, Oct. 5
" " 21	MONTFORT		" " 12
" " Oct. 2	LAKE CHAMPLAIN, New, 9,000 tons		" " 19
" " " 9	LAKE MEGANTIC		" " 26
" " 16	LAKE SUPERIOR		" Nov. 2
" " 23	LAKE ONTARIO		" " 9
" " 30	MONTFORT		" " 16
" Nov. 6	LAKE CHAMPLAIN, New, 9,000 tons		" " 23

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

Special Notice. The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government, will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

Steamers sail from Montreal early Friday mornings. Passengers embark the evening previous, any time after 8 o'clock.

PERRIN'S GLOVES

Are the Best



PERRIN'S GLOVES

Are the Best



QUALITY GUARANTEED.

What we have always said, that Perrin's Gloves are the best, has been recognized by the judges of the Paris Exhibition of 1900. They have awarded us the Grand Prix for the quality of our Gloves, and a Gold Medal for the colorings.

A WELL-ASSORTED STOCK ALWAYS ON HAND. _____
MAIL ORDERS ARE ATTENDED TO WITH PUNCTUALITY.

5 Victoria Square

Perrin Freres & Cie.

MONTREAL

A DRY GOODS LETTER FROM NEW YORK.

Our Special Correspondent on the Latest Phases of that Market—What Styles are Popular and What Goods Sell—The Outlook in Jackets, Suits, Skirts, Waists, Etc., and a General View of Trade Tendencies.

From THE DRY GOODS REVIEW'S special correspondent.

New York, September 28, 1900.

THE dry goods market in general has not been as active as it might have been, had there been no disturbing influences to affect the course of events.

There are three causes principally responsible for the backwardness of the Fall season, namely : (1) a reaction from the last season when everything was on the boom, and overpurchasing was general owing to the fear of higher prices ; (2) an uncertainty as to styles which has made buyers timid, and made it practically impossible to place large orders with the assurance that the goods would not be passe before they could be delivered, and, lastly, (3) a speculative element which has forced prices to abnormal levels by means of manipulation, irrespective of the actual demands of the market, particularly in cotton. The coming election is also a disturbing element which makes everyone cautious and unwilling to take chances against a possible period of depression.

BUYING RATHER LIGHT.

On the whole, however, the greatest confidence is expressed in regard to the season's business and the outlook for fair volumes of sales. During the past six weeks the wholesale markets have been visited by buyers from all sections of the country as well as a few from Canada on their way to or returning from Europe. Their purchases have been varied, but not as extensive as in previous seasons. The tendency to curtail has been evident in every line, without exception, so that the cause is more the result of general conditions than special considerations in the particular lines. Rapid changes in styles were so prevalent last season that they have induced a policy of hand-to-mouth buying that will change the complexion of the manufacturing business and incidentally force other lines that are closely allied with it.

Prices on woollens have receded, and for Spring are about 20 per cent. lower than the opening prices for Fall goods, which brings them back very near to the prices of last Spring. Present prices on Fall goods are very firm, but uncertainties in the cloak market will affect some classes of cloths one way or the other, depending upon factors that are not yet settled.

The cotton market is very unstable, with a tendency toward higher prices. The Galveston disaster was the occasion for a speculative rise in the raw material which has since been felt in all classes of cotton goods. The commission houses and mills are quoting only on the new crop, and long contracts are out of the question.

Silks are on a lower level, but the recovery was sharp, and the outlook is for firm prices, especially on the staples.

THE LENGTH OF JACKETS.

In the ready-to-wear field, the purchases of buyers in the market and on the road have been so much of the sampling order that they do not indicate the style tendencies of the season sufficiently well to admit of drawing general conclusions. The great question of the season is one of jacket lengths. For the past three years there has been a determined effort to bring in long garments. The attempt was unsuccessful, but quite a few long cloaks were sold last year. So far as th

early purchases have gone, long jackets have been bought for the fine trade, and short jackets for the medium and popular classes. But it is still undecided whether the long jacket will supplant the short one entirely, or remain as it is, restricted to the better end of the line. The automobile, in the three-quarter length appears to be the most favored at the present time, but predictions as to what will eventually dominate the market are not in order. Buyers from the Northwest have been uniformly in favor of the long jackets.

SUITS.

The demand for tailor-made suits has been good, and indicates a continued popularity for these garments. There has been little choice between double-breasted, tight-fitting, and Eton jackets. The preferred length is about nineteen inches. There is a distinct inclination to favor revers, faced and stitched. The skirts are mainly of the seven-gore flare model, with the single inverted plait back, with a general preference for one or more flounces. The most popular materials are venetians, homespuns, broadcloths, cheviots, and pebble cheviots, of which cheviot is the most prominent. High-colored linings, so much in vogue last season, are not favored, but colors to match as closely as possible the color of the outside material. Blouse fronts are at present well in the foreground, but there is a good deal of uncertainty as to how long they will be in the race.

THE WALKING SKIRTS.

The rainy-day skirt, under its new name, the walking skirt, has dominated the market in the separate skirt business. The regular dress lengths are used, though shorter lengths are also called for. Plaid backs are the favored material, though homespuns and cheviots are also well represented. Rows of stitching, plain and in scalloped lines around the bottom, are used on the most popular models. Adjustable belts with various kinds of buckles are shown. Rainy day suits have also participated in the general popularity of this class of garments.

In the regular skirts, business has been backward, and Fall models have been held back by the unusual demand for walking skirts. Bell flare models are favored with wide sweeps at the bottom. The single inverted plait-back is most favored on everything except high-class novelties, on which the habit-back still holds its own. Plaited gores are shown on some of the finer garments. Bonnaz embroideries on the flounces are favored to the exclusion of appliques.

THE DEMAND FOR CAPES.

The demand for capes has been fair, but not up to previous seasons in volume. The general preference is for longer lengths in all materials. Golf capes have not sold as extensively as last year, but the volume of sales has been considerable. The grades above \$7.50 (wholesale price) are the most favored. Velour capes have grown in favor, and are the single exception where larger sales have been recorded. In the cheaper garments, boucle capes have had a fair sale.

FLANNEL WAISTS.

In waists there is a very marked leaning towards flannels, particularly French flannels. Flannel waists have so much

Those Who Don't Sell Kumforts.

There may be here and there a dealer with a mitt trade who has not handled the "Kumfort."

But there cannot be many.

We want to say to those few who don't that they miss something good in the mitt way.

The "Kumfort" is a corking good 50 cents' worth of mitt.

The knitting will not ravel till it is worn out.

The stout muleskin palm will stand any amount of hard wear.

And the oil-dressed sheepskin back keeps out wind and wet.

It's the kind of mitt that gives good satisfaction to the wearer.

And it yields a good profit to the dealer.

Costs \$4.50 per doz., net 60 days.



Hudson Bay Knitting Co.,

30 St. George St.,

MONTREAL, P.Q.

NEW YORK LETTER—Continued.

overshadowed the market as to interfere with the sale of silk waists to some extent, and almost shut out the other materials in the medium and popular grades. The solid colors have the call. Striped effects are shown, but have not been taken up to any extent. The most popular models are blouse fronts with dress sleeve and ripple frills, vertical tuckings—single and in clusters—alone, and in combination with plaits, box plaits, hemstitching, pinking and velvet ribbon are favored. The pastel shades are the most popular. Fancy embroidered effects have been discarded. Embroidered polka dots and neat small figures are selling well. In cheap flannels and sackings the range of prices is from \$7.50 to \$18 per dozen; cheap French flannels, \$16.50 to \$24 per dozen; finer French flannels and novelty flannels, \$24 per dozen up to \$10 each.

Silk dress waists are as popular as ever, as are also the popular grade of black taffeta waists, but the medium grades are less popular owing to the interference of the flannels. Mercerized effects are in fair demand for the cheaper end of the line. Henriettas, broadcloths and cashmeres are in limited demand.

LADIES' NECKWEAR.

There has been a large enough demand for ladies' neckwear to constitute this a neckwear season. Tinsel effects are coming in. One of the most popular styles is the automobile tie, made of corded taffeta silk, with or without tassels, in all shades, plain or with polka dots. Jabot effects with stock collars, with Jube trimming for edgings, are also favored. Pompadour collars (boas as they are sometimes called), made of liberty silk, mulls, Japanese silks and similar fabrics with plisse ends, are prominent. For evening wear, Fichus in black and cream, variously trimmed with lace and side plaited ends have the call.

MILLINERY.

In millinery, it is essentially a feather season. There is a good demand for velvet hats, principally in black, exclusive of which the favored colors are beaver, castor and grey. Buckles are largely used, made of rhinestone, jet and steel. In the earlier orders, ostrich feathers are favored, though there is a more or less decided leaning toward fancy feathers at present. Single Amazon plumes are popular. In fancy feathers, the favored colors are baize, castor, turquoise blue, and silver grey. Tinsel edgings are well thought of. If there is any exception in flowers it is in favor of large roses, about 10 inches in diameter.

MEN'S WEAR.

In men's suits, there is a preference for worsted in stripes and checks, and grey and blue striped flannels. The four-button, round-cut sack coat is favored. The high cut single-breasted vest without collar is selling better than the double-breasted vest. In overcoats, grey meltons and friezes are prominent, with self cuffs, piped with velvet. The popular length is 40 inches. In children's clothing, vestee suits with a new shaped small collar and round cut sack are the most popular.

In men's neckwear, the batwing tie is the most popular, with the butterfly model a close second, in baratheas, peau de soie, and fancy figured silks. The whole range of colors is in demand. Narrow, pointed, reversible four-in-hand ties are also in the race, while in the finer grades imperials are not neglected. The popularity of high band collars has induced the movement in favor of the batwing ties.

There is a great deal of discussion in regard to men's shirt waists for the coming Spring. Many of the prominent shirt houses are preparing lines which include them. The favored materials are madras, silk madras, pique and percale. Stripes prevail, and plaits are very general. Yoke backs, plain and curved, are used. If the shirt waist does not go, it will not be the fault of the shirt makers.

WM. J. BRANDT.

A NEW STORE OPENED.

The opening of the new place of business of J. B. Hill & Co., St. Thomas, Ont., took place on September 26. An immense crowd thronged the store from morning till night, and all were well pleased with the appearance of the new store and its contents. The building has three business floors, each lighted with prism glass, and many new departments have been added. The entrance, large quarter-cut oak doors, is very handsome. The millinery department, in charge of Miss Sutton, was inspected by hundreds of ladies, who expressed themselves as delighted with the stock in this line. Mr. Frank Blood and Miss Muskgrove have charge of the basement, used for china, glass and graniteware, crockery, stationery, etc. The east side of the building, in charge of Messrs. D. Coyne and E. Howey, is devoted to staples, the stock being one in which J. B. Hill & Co. are noted. Mr. Eckert presides over the men's furnishings, and Mr. Cavanah, an expert in dress goods, has charge of that department. A counter, with Miss Stockton in charge, is given over to the latest hat trimmings. The smallware department is situated in the centre of the store. Miss Logg, who has charge of this, has five assistants, and shows a large assortment of hosiery, gloves and other articles. Miss Sutherland superintends the mantle department, which is an exceedingly complete one. "The New Ideal Store," as it is called, certainly deserves its name, and, if kept up to its present standard of excellence in all departments, will earn a still greater one.

H. F. Blatchley has gone to represent the Irving Umbrella Company in the Australian markets.

Perrin Freres & Cie., Montreal, have an exhibit at the Paris Exposition that is attracting a great deal of attention. They have just received word that the judges have awarded them the Grand Prix for the quality of their gloves, and a gold medal for the colorings.

A New Jersey tailor hit upon a novel device to attract attention to his business. He sends out a very well dressed young lady, arm-in-arm with a seedy looking tramp. On the latter's back is a card reading: "She looks better dressed than I, but wait till I come back from Jones' store."

Some English creditors of the estate of the Army & Navy Clothing Store, Toronto, are complaining of having received no dividend or communication from the trustee. Owing to the absconding of E. J. Henderson, the liquidator, the affairs of the estate have been left in a somewhat tangled condition. The Provincial Trusts Company have now the matter before the court, and a decision is being waited.

Mr. Geo. Reedy, managing director of the Crompton Corset Company, Toronto, has been in Ottawa. Mr. Reedy announces a rapid increase in the sale of the firm's different popular lines of corsets, which have secured a strong hold in Ottawa and vicinity. Mr. Reedy formerly conducted an extensive dry goods business in Barrie, Ont., which he disposed of to enter the larger field of operations.



No 782.

AMERICAN WAISTS

Direct from the largest producers in America.

An unequalled line of Silk and Satin Waists in attractive styles and at popular prices. ❀ ❀ ❀ ❀ ❀ ❀

One of our Great Sellers, No. 782.

Made of very good quality black taffeta, plait and tuck in front and back, stitching between plait, pointed front with crocheted buttons, also on collar, lined throughout; dress sleeve; flaring cuffs.

\$2.37½

Our only terms: 3 per cent. 10 days. No dating.

Electros Furnished Free.

Prompt Deliveries.

SPECIAL ATTENTION GIVEN TO CANADIAN BUSINESS.

Floersheimer, Roman & Hahn

Export Department.

73 & 75 Wooster St., NEW YORK.



THERE'S A DIFFERENCE

IN GLOVES.



SEE THAT YOU GET THE RIGHT KIND.



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H. STOREY & SON

THE GLOVERS OF CANADA.
ACTON, ONT.

SYSTEMATIC SAVING ❀ ❀ ❀

Can be accomplished by taking out an

Unconditional Accumulative Endowment Policy

IN THE

Confederation Life Association

HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

Business at the Pacific Coast.

Death of Mr. Joseph Wilson—A Nanaimo Firm Adopts the Cash System—Good Roads for British Columbia—New Warehouse for Vancouver.

Special correspondence of THE DRY GOODS REVIEW.

A CONVENTION has been called for October 27, at Kamloops, by the Inland Board of Trade, to consider the question of "good roads." This is a vital issue with many merchants at interior points.

Among the recent business difficulties are those of the Sandell Shirt Co., Vancouver, which is in liquidation; J. S. Stannard, dry goods, Nanaimo, who has assigned; and Vahey & Kerman, Grand Forks, where stock valued at \$16,500 has been offered for sale.

Since August 15, the following men's furnisiers in Vancouver have, by agreement, given up trading stamps: Allen & Co., W. G. Cameron, A. Holmes, Geo. R. Jackson, M'Candless Bros., Sea & Gowen, S. Reid & Co., Limited, H. Rutland, B. Williams & Co., W. & J. Wilson.

The British Columbia provincial fair will be held at New Westminster on October 2, 3, 4 and 5. The formal opening will be by His Honor Sir Henri Joly de Lotbiniere, Lieutenant-Governor. The officers of the exhibition include T. J. Trapp, New Westminster, president; Messrs. T. G. Earl, Lytton; D. R. Ker, Victoria, and J. D. Roberts, Vancouver, vice-presidents; G. D. Brymner, New Westminster, treasurer; and W. H. Keary, manager and secretary.

The other day C. E. Stevenson & Co., Nanaimo, received a shipment of ladies' capes and costumes from the east, and found that one of the cases had been newly nailed up on one side, and on opening the box it was discovered that the goods had passed through a scorching fire and were in some places burned to cinders and all totally useless. The side of the box had been burned away and the goods damaged, but, instead of reporting the matter, the railway authorities had put a new side to the box. The goods came via the United States.

Mrs. E. and Miss Russell have arrived from the east to take charge of the new dressmaking department of the Westside, Victoria. Mrs. Russell was formerly in charge of the dressmaking department of Peter Robinson, Oxford street, London.

The northern business has been satisfactorily heavy during September, and the imports at Victoria and Vancouver have been the largest on record. The business with the various mining regions within the Province has also been good.

J. W. Peck & Co., wholesale clothiers and furnisiers, of Montreal, Winnipeg and Vancouver, find it necessary to move into larger quarters in Vancouver, owing to expanding business at the Coast. A large new warehouse is to be fitted up for the firm on Cordova street, and when completed will be one of the handsomest on the street. It will be ready for occupation by January 1, 1901.

Mr. W. C. Scott, manager of The G. D. Scott Co., Limited, Nanaimo, has issued a well-worded circular announcing the firm's adherence to the cash system. He says: "We have decided to institute the cash system entirely in our business. On and after Saturday, September 1, all goods leaving our store must be paid for. If the goods are on approval, or if, after examining the purchase, you would prefer to have your money back, you may have it at once by returning the goods. There are many people who are worthy of credit, but we find it impracticable to make 'fish of one and flesh of another.' We sell the best goods that are made any-

where, at as low a price as they can be honestly sold for. Bought for cash, sold for cash; no credit. Just good, hard cash, and a heap of satisfaction all round. The saving on bookkeeping and collecting accounts enables us to sell our goods at a closer margin than is possible under the credit system. While thanking you for past patronage, we hope to be favored with your esteemed orders in the future."

The death of Mr. Joseph Wilson, junior member of the firm of W. & J. Wilson, Victoria, removes a well known and respected man in commercial life at the Coast. Mr. Wilson, who was 60 years of age, joined his brother, Mr. William Wilson, in Victoria in 1864, having been in the service of a large silk concern in London, Eng. The two brothers began in the clothing business on a small scale at first, afterwards expanding to the firm's present large proportions in the building on Government street. Messrs. Wilson did not devote themselves entirely to the clothing business, their profits being invested in city and suburban property, wild lands and mines, all of which helped to build up the large fortune which the brothers controlled. At the present time they are among the largest Provincial taxpayers, owning considerable valuable agricultural land in the Fraser valley, and a large area of coal lands on Queen Charlotte Island. Mr. Joseph Wilson was very popular in social life, and was unmarried. The cause of death was heart disease. Mr. William Wilson, the head of the firm, has just returned from a trip to Europe.

Vancouver, September 21, 1900.

THE TRADE AT KINGSTON.

Mr. R. Waldron has purchased the three-storey store adjoining his present premises, and rumor has it that a handsome building, modern in every respect, is to be the outcome.

Messrs. Crumley Brothers, have opened their new store, and the formal opening was a great success, thousands of people attending. This firm deserve great credit for the large trade they have secured, and their new store is quite an attraction to Princess street, and up-to-date in every respect, having an electric cash railway system extending over two flats, also electric call bells and many other helps.

Mr. Edward T. Steacey, of Messrs. Steacey & Steacey, has just returned from an extended European buying tour. This firm carry fine goods and have a very heavy stock. Their dress goods and silk department would do credit to Montreal or Toronto.

One of the chief promoters of our annual Kingston Fair is Mr. D. E. Starr, of the well-known dry goods firm of Starr & Sutcliffe, who, through his energy and executive ability, contributed in no small measure to the great success of the fair this Autumn.

The dry goods firm of John Laidlaw & Son have secured the building adjoining their present store, and have completely remodelled both buildings, giving them a frontage of 50 feet and 120 feet deep. Five show-windows are now used. The new store has a most attractive front, and the firm report a lively Fall business.

The trade in Kingston is very much worked up over the report that the Kingston Locomotive and Engine Works are to close down. As this is the largest local industry the closing would have a most serious effect on trade, and the dry goods business would feel the effect in a most marked degree, as the skilled mechanics would leave the city, and, as they are nearly all married men, it would mean the removal of 200 families.

Spence & Co. have moved to larger premises and have particularly attractive millinery showrooms, and two flats devoted exclusively to mantles, millinery and ladies' wear.

SPRING HOSIERY



1901

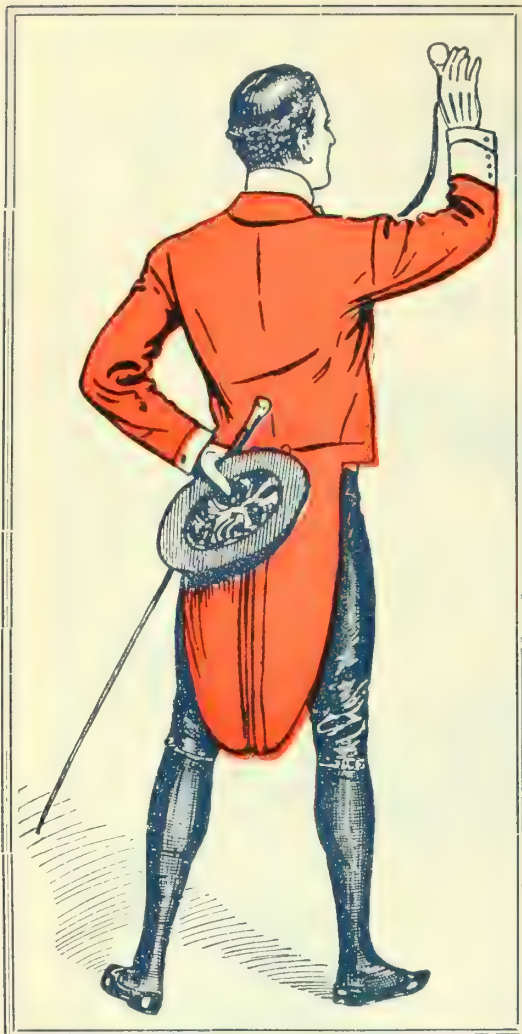


WE are now showing these popular goods and booking orders for future delivery. We would advise the trade to place their orders now to ensure early delivery and avoid the disappointments which are sure to follow orders placed later in the season.



MATTHEWS, TOWERS & CO.

14 St. Helen Street, MONTREAL.



Men's Furnishings.

THE Fall trade is in full swing, and the first part of September was very favorable weather for the sale of a large quantity of Fall and Winter underwear, both medium and heavy weight. The warm weather which followed, was, of course, characterized by a slackness in these sales, but did not cause dealers to bring out any lighter

goods, which had been relegated to the back of their stores. Fleece-lined underwear, although in fair demand, is not sought after as much as the natural wool goods.

SOCKS in black and heather color are the principal sellers, colors not being much desired. Heavy cashmeres are going exceptionally well this Fall.

COLOR SHIRTS are still in good demand, and, as we said last month, will continue so through the Fall and early Winter. The popular colors are blue, black and grey stripes. Nothing else is selling so well as these do. The colored shirts now being shown for next Spring's wear are considered to be the finest ever shown. They are mainly in blue and black stripes. All cuffs for colored shirts are made with round corners, the square corner having completely disappeared. White dress shirts are a good article to have in stock at this season of the year.

THE HIGH TURN DOWN COLLAR is still selling better than all others, for both ladies' and men's wear.

IN NECKWEAR, the batwing, which has enjoyed a large sale this summer, is thought by city dealers to be giving way to the string tie, though manufacturers find a large sale for it still. Flowing-end ties are having a large sale. The ends are not made so long or wide for Fall and Winter wear as for Summer. Derby ties show signs of being more worn this Winter than ever before. Dealers say it is to be a fight between flowing-ends and Derbys for the lead. There is little demand for the puff tie. The latest and best selling color in

neckwear is dark green. With this background for a red or black and white stripe, flowing-end ties are probably the leading sellers at present. Most of the patterns are in stripes. A very pretty figured tie, however, is shown in both flowing-ends and batwings, with a white diamond spot pattern on a dark green background, which is a favorite with the city trade.

Ties for the Christmas trade are nearly all in this shade of green. The very few light-colored ties showing is noticeable.

GLOVES will be worn in slate and mocho colors mostly. The reindeer glove, lined with squirrel fur, will likely be the popular seller for the Christmas trade. For Fall, kid gloves with silk lining are being worn more than anything else. Good dressers are wearing the suede glove, in a slate color, extensively.

LEATHER GOODS are a legitimate part of the men's furnishing trade, though many do not handle them. Those who do, however, find it a profitable part of the business. Customers often come in for other things, and neat displays of handbags, hat boxes, etc., articles that every good dresser needs, frequently make sales themselves. The old Gladstone grip has almost disappeared and the dress suit case has taken its place. This does not wrinkle the clothes, and is more suitable for neat packing than the Gladstone.

A large Canadian retail house, E. Boisseau & Co., make a very fine display of FULL DRESS FITTINGS, in a case given up altogether to this line. Collars, ties, shirts, etc., are all tastefully arranged, and look much better than if scattered amongst other articles. This is one of the many devices used by this firm to make their store attractive, and their example could be followed by many men's furnisiers to advantage.

City men's furnisiers this month are doing a good business in PYJAMAS in Ceylons and silks, Rugby padded knickerbockers, smoking jackets, dressing gowns and bathrobes. The smoking jackets are expected to sell particularly well for the Christmas trade.

In regard to carrying a stock of LADIES' COLLARS AND TIES, a prominent men's furnisher in the city says: "We always carry a full line of ladies' collars, especially the high turndown variety, as it is very popular. There is no reason why men's furnisiers shouldn't carry these goods. We deal in collars, so why not keep all kinds, men's, women's and children's? As far as ties go, the same batwing and string tie that the men are wearing, are worn by ladies also, and we do a good deal of ladies' trade in them. If there was a tie specially made for ladies we would carry it. I think it is part of the business."

What About Men's Shirt Waists? Men's shirt waists were put on the American market in the latter part of the

Summer, but even in the short period of the season suitable to their wear it was found that the innovation showed signs of becoming a popular garment. The hot weather of the past Summer was probably responsible for their manufacture, but many dealers think they have come to stay

WINNIPEG

THE

GAULT BROTHERS CO.

VANCOUVER

Limited

MONTREAL.

OCTOBER.

Our travellers are now out with our Great Range of Spring Woollens, every market canvassed to lay novelties and good value at your door.

Owing to an ENORMOUS contract having been made with British makers for Worsteds, we have pleasure in advising you we will book your orders for December and January delivery (until our contract is exhausted), for the following special drives:

**“Landslide” Shrunk and “Fitzsimmons”
Twilled Worsted Coatings,
“Viking” and “Victory” Serges,
and all other TWILLS at OLD PRICES.**

Special reduction given for half and whole pieces

“Belwarp” Serges.

Please give your orders early to our representative.

Our entire show of FANCY WOOLLENS is the LARGEST and BEST VALUE ever offered.

Don't forget to order TRIMMINGS when you are placing your Spring Orders for WOOLLENS.

Sole Agents in Canada for FOWNES' GLOVES.

MEN'S FURNISHINGS—Continued.

as long as ladies' shirt waists. As yet, they have not had a fair trial, and whether really good dressers will adopt them or not remains to be seen. They are made something the same as ladies' shirt waists, but without the large sleeves or fancy fronts. The neck is made like that of the ordinary men's negligee shirt, suitable for the attachment of any kind of collar. A wide pleat running down the back is the only difference in this respect from other shirts. It is held around the waist by a band, over which a belt is worn, the blouse having a hang-over effect. It will be shown in all the popular colors in stripes and checks. Already a quantity of these waists have been ordered for next season in the United States.

Seen in Dealers' Heavy cashmere socks 35c. per pair, or 3 Windows. pairs for \$1.

Men's mocho dress gloves, wool-lined, \$1.50; mitts, \$1.

Men's pique sewn kid gloves, 75c.

"Fleece and felt" bathroom slippers, wool-lined, men's \$1.50, women's \$1.

Black woollen socks, 3 pairs for 50c.

Men's mocho knitted wool undershirts and drawers, satin finish, 45c. per garment.

Men's linen nightrobes, colored silk thread finish, 75c.

How a New York Man of Fashion Dresses.

Says a fashion authority: "The smart evening shirt is still of simple white linen, without a suspicion of ruffle, embroidery, or design of any kind; it has a high standing collar, and cuffs attached. The cuffs must, of course, be made on the shirt, but that the collar be attached is not at all necessary, even if somewhat more smart. It is no more comfortable or better looking than a properly fitting detachable collar, and it is exceedingly difficult to launder. There have been rumors of three buttonholes in the bosoms of evening shirts, but as yet two is the more usual and correct number. The bosom itself should be broad, and made to fit tightly, so that the edges are close to the body and will not bulge under the waistcoat. The shirt should open only in front, either to the bottom of the bosom or all the way down. Personally, I am much in favor of the latter style, although it is greatly less common. It sets as well, if not better, than the other, and is more easily put on and taken off. Every year the dress shirt with figured or embroidered bosom make its appearance, and is for sale at the fashionable haberdashers, but every year well-dressed men decline to have anything to do with it. Even the shirt with a line or figure of a most unnoticeable kind in white, or of white pique, is not considered good style.

"It seems scarcely probably that there will be any noticeable change for the coming Winter in the long-tailed evening coat. Unfinished or dress worsteds will continue to be the materials most used, of which the first named is a little the smarter. It is somewhat softer and without the fine twill of dress worsted, and will wear equally well, but it is, perhaps, harder to keep free from dust, which clings to the cloth more readily. The coat should be made to fit the figure perfectly, without, however, being at all tight or uncomfortably close; the shoulder should be square and broad, the side lines of the coat being cut sharply in at the waist to give it a slender appearance. These side lines are one of the hardest problems the tailor has to face, for upon them depends, to a great extent, the style of the garment; the set of the sleeves also

gives the clever tailor an opportunity to display his skill, for they must not cause the coat to jump up or wrinkle across the back when the arms are raised. If you will observe the actions of the evening coat of an orchestra leader while he is conducting, you will understand more clearly what is meant by this, unless, indeed, the particular leader whose orchestra you are listening to has employed an exceedingly good tailor. The sleeves should set rather close over the cuffs at the bottoms, and should have only a very slight spring, if any. The velvet collar will undoubtedly again make its appearance, and it may even be worn by some smart men, but it has never found favor in this country and has been almost unfailingly condemned by those who dress best. I may be thought somewhat prejudiced, but, aside from any question of fashion, it seems to me to be neither good form nor good style. The coat with rolled lapels, like those of the dinner jacket, will be little worn, and the notched lapels will be either faced to the edges with silk or faced only to the buttonholes. The latter is the older style, and it has lasted so long that it may almost be said to be a standard. Full facing may be the smarter, but the half facing will nevertheless be worn by many men, and if one's coat is so made, it will not look at all behind the times.

"Trousers will be cut straight and rather full, and they will have braid on the outer seams. This should be straight, not angular or serpentine, and about a quarter of an inch in breadth, although the latter detail depends somewhat upon one's individual fancy or the fancy of one's tailor. It is not at all unusual to see braid a half an inch broad, but I should not advise it, especially for a short man.

"There are no indications of change in the waistcoat, and either a single or a double-breasted cut may be worn. It would, I think, be rather better to have the waistcoat of the same material as the coat, single-breasted. White evening waistcoats will be as much worn as ever; in fact, at a dinner or a dance the dark waistcoat is decidedly the exception. The double-breasted style will have the Cairo buttoning and points, which became fashionable during last Winter. The gilt button will also, it seems, be again worn. White evening waistcoats bound with white braid will not, I think, become at all popular, and those bound with black are, of course, entirely out of the question.

"One must, as is perhaps needless to say, wear only a white tie with a long-tailed coat, but it is still a bit too early to predict with certainty exactly what the smartest shape will be, whether it will have square or pointed ends, or be tied in a very tight or a rather loose and broad knot. Many men still wear with full evening dress a high-banded turn-down collar, but the use is neither good form nor correct. The turnover has grown to be associated with lounging clothes—that is to say, outing dress, sacque suits and the dinner coat—and the combination of informal apparel with strictly formal dress is never good form. A high-standing or slightly poke-pointed collar is the proper one with the long-tailed coat, and with the frock or even the black morning coat it is much to be preferred.

"The morning coat, by the way, will, it seems, be as much in vogue this Autumn as during the past season, and with very little change in cut or style. The main features are a rather well-defined waist line and skirts that fall well around to the front. The coat may be of black or dark grey, and in the latter event may be worn with trousers of the same material. Full walking suits of brown and grey mixtures will also be rather smart. Scotch tweeds and cachemire or other materials, such as dark grey vicuna or angola, may be used. The walking coat should not fall so low in the skirts as the

IV=IN=I

Four

in

one



A Creation for Autumn and Winter.

NIAGARA NECKWEAR CO., Limited
NIAGARA FALLS.

MONTREAL - 207 St. James St.
QUEBEC - 111 St. Joseph St.
WINNIPEG - 515 McIntyre Block.

SPRING 1901.

MATTHEWS, TOWERS & CO.,

14 St. Helen
Street,

MONTREAL.



Men's Furnishings

Our travellers are now
out with new lines for
Spring 1901

— IN —

**WHITE AND COLORED SHIRTS,
ENGLISH COLLARS AND CUFFS,
NEGLIGEE SHIRTS.**

**HOSIERY,
UNDERWEAR,
NECKWEAR,**

FINE ENGLISH BRACES.

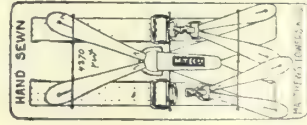
Special Value in Golf Hose.

We have secured exclusive lines at prices never equalled in Canada, which will maintain the name we now hold for these goods.

Large Assortment of SWEATERS for Immediate use.

PLAIN AND FANCY SHADES AND "CLUB COLORS."

OUR SPECIAL LINES IN



Hand-Sewn BRACES

are the best sellers in the market to day.

LETTER ORDERS carefully filled.

UNDERWEAR

Winter and Summer Weights always in stock.

Including the celebrated "WOLSEY," guaranteed all wool and **POSITIVELY** unshrinkable. This is the leading line with all first-class men's furnishing houses in the Dominion.



Large variety of Plain and Fancy
Balbriggan Underwear

For 1901
at popular
prices.

UNSHRINKABLE

OUR RANGE IN THESE IS VERY COMPLETE.

Caulfeild, Henderson & Burns

17 Front St. West, TORONTO.

C.H. & B.

FULL RANGE OF

Spring Shirts.

Our travellers are out with their complete range of Shirts for Spring of 1901. All intending purchasers will be fully repaid by looking through our immense variety before placing orders.

Since making our contracts, prices have advanced considerably and we would advise that orders be placed early to avoid further advances, which we will have to make when placing repeats.

Do not forget our travellers when sorting-up goods are required.

LETTER ORDERS PROMPTLY ATTENDED TO.

Our Representative
will have the pleasure of calling on you shortly with a most extensive and complete line of shirts of all kinds for

Spring 1901

It will be to your interest to give him a look over, whether you wish to assort up for immediate or buy for next Spring.

Always at your services,

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.



We desire to thank our customers for loyalty and patronage that has enabled us to accomplish the most successful business year in our history. The enormous increase in our volume was not easily met, but new machinery and increased facilities recently added to our plant have placed us in a position to meet all demands, and maintain our motto "Always at the top."

We also take this opportunity to thank you for liberality and courtesy to our travelers. They will start the first week in October with our full line of samples for Spring Nineteen Hundred and One.

We bespeak early orders to ensure early and prompt delivery.

Yours very truly,

*The Williams, Greene & Rome Co. of Berlin,
Limited.*

September, Nineteen Hundred.

MEN'S FURNISHINGS—Continued.

morning coat, and the sides should be as long as the back, the cloth hanging well around in front. Like the riding coat, which it somewhat resembles, the coat has a waist seam and rather large flap-pockets set directly under it and well back. It may have two breast-pockets with flaps, or only one on the left-hand side. The buttons should be of bone. With this suit a derby is the proper hat, and a dark four-in-hand tie, tan gloves and buttoned calf boots look well.

"Flannel suits continue to be worn, and at some of the tailors I have seen a good many pieces of Winter flannel for sack suits in dark blues and mixtures of green and red. Browns and dark greys will also be fashionable. For the cool days of late Autumn brown and red is an excellent combination of colors and especially becoming to men of dark complexion. The days of the wearing, not merely the carrying, of gloves are approaching, and it seems that heavy tan will again be the smartest. The suede glove has almost entirely disappeared. The button should be of bone or gilt, and should actually button through a buttonhole, not fasten by a patent clasp."

**The English
Trade in
Men's Goods.**

It is noteworthy, says a London letter, that despite the popularity of the stand-up turned down or double collar, exclusive dressers wear a straight stand-up collar with evening dress. Others use a collar that barely meets at the front, and with the points slightly rolled out.

Three different sorts of double collars are especially popular. The first meets in front nearly all the way down, and rounds off towards the bottom, because it has been specially cut for holding a bow in its place. As in most double collars of the day, the longer tab passes over the shorter one, and so holds the collar together neatly in front. As an extra precaution against the collar gaping open at the top, the bow should be tied pretty firmly just above the collar stud. To wear any other than a bow tie with this particular kind of collar is to push the bottoms of the front parts outward and to force the top against the neck.

The second collar will hold either a bow or a sailor's knot, and is built for a short neck. It makes a capital sporting collar, no matter what kind of a neck the wearer may have, and is worn a good deal on the river and the links. The third has a sloped opening all the way down, and is cut solely for wearing with a narrow sailor's knot, tied high in front, the knot being more than half way up. Out of the confusing and ever-increasing multitude of new styles of double collars, these three are the best, both as regards fashion and comfort.

A word about the new single-breasted frock coat, now coming into favor, may interest you. It is often made in medium grey shetland or in black; the lapels, which have silk to the edges, are in one piece with the coat, and the sleeves, like the front of the coat, have three buttons.

A white waistcoat can be worn with the new coat. This waistcoat is cut with two upper pockets, to facilitate the present fad of wearing the watchchain across the front.

Fashionable men, I notice, are wearing dark trousers for afternoon wear during the early Autumn. They are not as narrow as they appear; the crease gives a narrow look.

**A Prince
and Fashion.**

Curiously enough, says Minister's Gazette, the late Prince Alfred, almost unconsciously, during his younger years, was, to a certain extent, an arbiter of fashion among great men in London. New ideas were often put down to the Prince of Wales which

really emanated from his younger brother. For instance, the dark blue dress coat with brass buttons and velvet collar, which had a fleeting fashion for a few seasons; the braided morning coat; the now so popular "upstairs and downstairs" collar; the wearing of a silver bangle on the left wrist—all these and many more fads were originally started by the Duke of Edinburgh, although the Prince almost invariably got the credit. When he went to Russia to court his future wife, all the young officers of the Guards copied his coats, his trousers and his ties, and ever since that time two or three of the leading London tailors have done a large and regular business with the Garde du Corps at St. Petersburg.

**A London
Costume.**

We reproduce from Minister's London Gazette of Fashion a style of Autumn overcoat now in vogue. It shows the general appearance of the English man of fashion at present. "As represented, the coat is cut to reach a little above the knee joint.

"There is a back closing seam finished at the bottom with a slit and 'tommy.'

"The front of the coat is finished in the fly-front form. There are five pockets placed in the usual positions, the lower ones being protected by flaps arranged to go in or out. These coats are now being frequently finished with braided edges.

"The turns are lightened in appearance by the introduction of silk or satin facings.

"Needless to say that in good-class houses these garments are invariably lined throughout with silk.

"The material is usually a rather fine make of cheviot or black vicuna."



From Minister's.

A LONDON STYLE.

**Notes of the
Trade.**

Joseph Dinovitzer has registered proprietor of The Quebec Outfitting Co., Quebec city. H. P. Bezanson, Halifax, N. S., has sold out.

The stock of Robert Boyd & Son, London, Ont., has been damaged by fire and water; insured.

Hughes & Howie have reopened the Two C's store in Brantford.

Thornton & Douglas, Guelph, have made many improvements in their store.

As mentioned before, smoking jackets and dressing gowns appear to be in unusually good demand for the Christmas trade. Caulfeild, Henderson & Burns are showing a fine range of these, the patterns being principally in large checks. Notwithstanding the popularity of flowing ends and Derby ties, this

THE CANADIAN DRESS CHART.

OCTOBER, 1900.

Occasion.	DAY WEDDING, GOVERNMENT HOUSE CALLS, RECEPTIONS.	AFTERNOON TEAS, CALLS, SHOWS, ETC.	WHEELING, GOLF, OUTING.	EVENING WED- DINGS, BAILS, RECEPTIONS, FOR- MAL DINNERS AND THEATRE.	INFORMAL DIN- NER, CLUB, STAG, THEATRE PARTY.	BUSINESS AND MORNING DRIVE.
Coat.	Frock, black.	Frock or cutaway.	Sacque or Norfolk jacket.	Evening coat.	Monte Carlo.	Dark worsteds.
Waistcoat.	Black in Winter, white or brown holland in Sum- mer.	Black in Winter, white or brown holland in Sum- mer.	Fancy Shades.	White or black.	Black.	Same material as coat.
Trousers.	Striped, dark tones.	Striped, dark tones.	Knickerbockers.	Same material as coat.	Same material as coat.	Same material as coat.
Hat.	Silk.	Silk.	Soft felt or cap.	Opera.	Soft felt.	Christy.
Shirt and Cuffs.	White or colored, with white cuffs.	White or colored, with white cuffs.	Flannel, with white collar and attachable cuffs.	White, plain, or with pique front.	White.	Colored or white.
Collar.	High straight or high turned- down.	High straight or high turned- down.	High or turned- down or hunting stock.	High standing or high turned- down.	High standing or high turned- down.	High standing or high turned- down.
Cravat.	White silk or dark blue or black foulard. Laven- der may be worn at weddings.	Fancy shades.	Ascot or hunting stock.	White, not made up.	Black.	Fancy, of fashion- able shades.
Gloves.	At weddings, white or grey suede, tan.	Tan.	Tan.	White or pale lavender.		Tan.

This Chart is corrected to date by a Canadian authority on men's fashions.

MEN'S FURNISHINGS—Continued.

firm are having a heavy demand for batwing bow and batwing lombard ties. Caulfeild, Henderson & Burns are one of the first Canadian firms to take up the new men's shirt waist, which is referred to in another paragraph. They are about to make up samples of these, and feel sure of a brisk trade in them.

According to manufacturers, duck suits have had their day for a time, and flannels will be worn instead. The demand for flannel suitings has been steadily growing and indications are that they will be worn almost altogether next Summer.

Tooke's samples for Spring of 1901 surpass all efforts to show nobby goods at popular prices; the variety of patterns is not the only feature, special cloths for the different prices have had much consideration and certainly wonderful effect.

A Firm's Greeting.

The Williams, Greene & Rome Co., of Berlin, Limited, issued a trade circular of a high-class style. It was engraved on fine notepaper and enclosed like an invitation in an envelope. It read as follows: "We desire to thank our customers for loyalty and patronage that has enabled us to accomplish the most successful business year in our history. The enormous increase in our volume was not easily met, but new machinery and increased facilities recently added to our plant have placed us in a position to meet all demands and maintain our motto 'Always at the top.'"

"We also take this opportunity to thank you for liberality and courtesy to our travelers. They will start the first week in October with our full line of samples for Spring, 1901. We bespeak early orders to insure early and prompt delivery."

A USEFUL CIRCULAR.

The illustrated circular which E. & H. Tidswell, London, England, are sending out to the trade this Fall is a valuable one. It is fully illustrated with the latest fabrics in laces, silks, veilings, etc., which make up their stock. Shirt waists and blouses are shown in many designs and materials. The cuts are excellent, every detail of the designs being brought out fully, as well as the effect of the different materials. Some of the blouses are very fine, in chiffon, paisley silk and lace effects. Besides the large variety in collars, cuffs, ties, belts, etc., there is shown a range of aprons which are very handsome. Comments on their different articles, taken from well-known papers and ladies' journals, are given. Each cut is numbered so as to render it easier to order goods, and the price for everything is stated.

A FINE BUSINESS RECORD.

The millinery opening of Thomas Stone & Son, Chatham, Ont., was made one of the most attractive and best attended in the Province. This house has a long-standing and enviable reputation, being one of the oldest in the county of Kent.

The founder of the firm, the late Thomas Stone, went to Chatham in 1847, and, after clerking in a general store for five years, began in the business himself. In 1898 he took in as partner his son, Spencer, and the firm name was changed to Thomas Stone & Son. Thomas Stone's business career of 48 years is a record one in the Province of Ontario. He never was in financial difficulties of any kind, nor has he ever asked an extension of time, and always paid 100 cents on the dollar. He was esteemed very highly by all the wholesale men with whom he did business.

Montreal Wholesale Trade.

THE W. R. BROCK CO., LIMITED, MONTREAL.

A BIG business is being done this Fall in children's legging drawers, or overalls, with or without feet, at \$4.50, \$7.50, and \$9 per dozen. A large assortment of Japanese handkerchiefs, plain white and fancy embroidered, and plain hemstitched, from 50c. per dozen upwards, has just been received direct from Japan; also, a very fine line of initialed handkerchiefs, embroidered corners, which are offered at \$2.40 and \$4.50 per dozen.

In all-wool serges, some special values are shown from 20c. upwards. There is quite a heavy demand this season for women's and children's flannelette underwear, and also ribbed underwear, in which they have some special values. A number of very good bargains may be had in cashmere and fancy wool gloves for both sexes. For silk trimming, the lambswool and swansdown trimmings are much sought for, and a large range has been placed in stock to meet the demand.

One of the leading sellers in the men's furnishing line is the "New Ways" muffler. The new samples of neckwear for Spring, 1901, are being shown, and are a well-selected assortment. Among the goods suitable for the Christmas trade may be mentioned fancy applique and tamboured Swiss sets of pillow shams, bureau and washstand covers, Renaissance doilies and covers, all of which are shown in different designs and patterns.

Advertising matter, in the shape of almanacs and circulars, are given to buyers, to be given in turn to their customers.

M. MARKUS, MONTREAL.

It would be well for the Canadian trade if more merchants would patronize such establishments as that of Mr. Markus, St. Sacrament street, Montreal, for Mr. Markus is one of those persons who carry nothing but high-class, reliable goods. The best trade is the best paying trade in the long run, and, if the merchant buys from the right place, he can secure the goods to cater to this trade. Mr. Markus has returned from a tour of the European markets, going as far as Constantinople, and now he is showing some of the richest samples for Spring that have ever charmed the eyes of the Canadian trade. For instance, he has some novelties in gold and silk-embroidered fancy goods, including doilies, five o'clock tea covers, piano covers, etc. He claims he has a line of fashionable lace collarettes that cannot be beaten. But his line of expensive Turkish goods for table and other use are particularly exquisite, and no merchant who has fastidious customers to please should fail to see the samples. His silks, satins, plushes and velveteens can always be depended upon.

Great regret is felt in the trade at the death in Toronto of Mr. Adam Oliver Bucham, the Canadian representative of the great firm of Arthur & Co., Glasgow. The immediate cause of death was heart failure. Mr. Bucham had been in poor health since last June, but was able to attend to business until recently. He was born in Jedburgh, Scotland, 61 years ago, and came to Canada when he was 18 years old, settling in Guelph, where he conducted a general merchandise business until 12 years ago, when he removed to Toronto.

LINES IN WHICH WE LEAD.

<i>HOMESPUNS</i>	- -	<i>Every correct color, weave and finish.</i>
<i>COSTUME TWEEDS</i>		<i>Oxford Mfg. Co's Cloths.</i>
<i>DRESS FRIEZES</i>	-	<i>Black, Blues, Greys and mixture shades in five qualities.</i>
<i>REVERSIBLE CLOTHS</i>		<i>New Lines.</i>
<i>MANTLE BEAVERS</i>		<i>Black, Blues, Greys, Drabs, Fawns, Browns, Reds, etc, in various qualities.</i>
<i>BROADCLOTHS</i>	-	<i>A complete range of colors.</i>
<i>AND</i>		
<i>VENETIANS</i>	- -	

Our assortment of the foregoing lines is not equalled
in Canada. In the staple cloths our ranges are very
thorough. ❖ ❖ ❖ ❖ ❖ ❖ ❖ ❖ ❖ ❖ ❖

Nisbet & Auld

TORONTO.

SAMPLES Now on the road. .

Our Fall range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



The Berlin Button and Suspender Co.
BERLIN, CANADA.

Toronto Brass Mfg. Co.

Your needs we can supply, it makes no difference what line of goods you wish to display, we are prepared to supply you.



WRITE FOR CATALOGUE AND PRICES.

Toronto Brass Mfg. Co.,

91-95 Richmond St. West, Toronto, Ont.

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.

TORONTO,

ONT.

4
STYLES

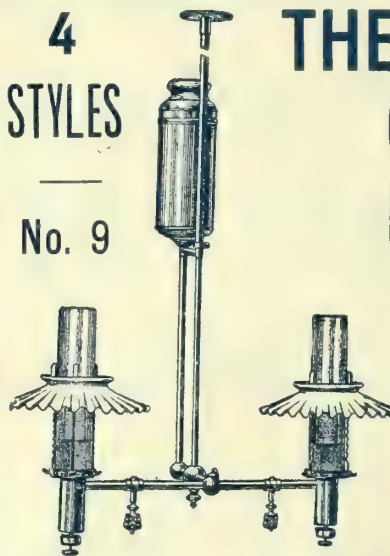
No. 9

THE AUER GASOLINE LAMP

No. 9,
200 Candle Power

Suitable for

STORE,
RESIDENCE
OR CHURCH.



The only Lamp on the Canadian market which is guaranteed not to clog, flicker or smell.

YOUR MONEY BACK IF NOT ENTIRELY SATISFIED

For Catalogues and Prices on Lamps, Mantles and Sundries, write

AUER LIGHT CO.

1682 Notre Dame St., MONTREAL.

E. SIMPSON & CO., Moose Jaw, Agents for the Territories.

"Maritime" Wrappers

Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

We Want Your Order

FOR THE

20TH CENTURY.

THE . . .

Maritime Wrapper Co.

Limited

Agencies in

Halifax, St. John, N.B.,
Montreal, Toronto, Win-
nipeg, and Victoria, B.C.

WOODSTOCK, N.B.

THE EMPIRE CARPET CO.

We are ready with our new line of samples of Wool and Union Carpets and Art Squares for Spring 1901.

Our range of New Designs and Colorings is by far the most extensive and attractive we have ever brought out.

We guarantee all yarns used in our various grades **absolutely clean** and positively free from grease and mineral oil, thus insuring bright and effective colorings.

In all respects we invite the closest comparison of our line.

Our Travellers will be out early, and we confidently solicit an inspection of our samples by the keenest carpet buyers from Cape Breton to the Klondike.

Close personal and practical supervision is assured all orders.

THE . . .

EMPIRE CARPET CO.

ST. CATHARINES, ONT.

DISPLAY FIXTURES



Wax Figures.
Papier Mache Forms.
Mantle Racks.
Ribbon Cabinets.
Umbrella Cabinets.
Mirrors of all kinds.
Glove Cabinets.
Nickel-Plated
Window Fixtures.
Nickel-Plated
Counter Stands.
Millinery Stands.
Show Cases.

DISPLAY TABLES, ETC.

WRITE FOR CATALOGUE.

Clatworthy & Co., 46 RICHMOND W.,
TORONTO, ONT.

British American Dyeing Company

GOLD MEDALIST DYERS.

Letter Address:

P. O. Box 158,
MONTREAL.

Western Address:

158 King St. West
TORONTO.

JOSEPH ALLEN, Managing Partner.

A LETTER FROM ONTARIO.

MESSRS. THE BRITISH AMERICAN DYEING CO., MONTREAL.

Receiving
Offices:

MONTREAL:
2433 Notre Dame St.
215 McGill St.
1595 St. Catherine St.

TORONTO:
158 King St. West.

OTTAWA:
123 Bank St.

QUEBEC:
47 John St.
367 St. Joseph St.

Agents in all towns
of the Dominion.

DEAR SIRS,—We wish to congratulate you on the very satisfactory manner you have dyed and finished the goods which we sent you in June, and as per your invoice of July 13th. For redyes, they are the best finished goods we have ever seen, every piece being as perfect as if the work had been done in France, and we have had no difficulty in selling them from stock as new goods. The writer has only recently returned from Europe or we would have written you upon receipt of goods. Your statement is to hand (\$40.15) and draft will be paid with pleasure when presented.

We are, yours very truly,

I hereby swear that this letter is a true copy and came to us absolutely unsolicited. Name will be given to any intended customer.

JOHN CLIFF,
Cashier.

Letter Address: Box 158, Montreal.

CARPETS, CURTAINS AND WALL PAPERS.

A BUYER'S EXPERIENCE IN ENGLAND.

A BUYER for a large dry goods house, who has just returned from the Old Country, says that the carpet trade there was never better than this season. The advance of 1d. per yard on tapestry which was announced in a former issue of THE DRY GOODS REVIEW, has not yet extended to brussels carpets. Several meetings of the manufacturers, however, have been held with the object of raising the price, and it is expected that a meeting will be held before the travelers go out for next season, when the price will be advanced 1d. per yard. The cause of the delay is that the axminster manufacturers have, so far, refused to agree to an advance.

The gentleman referred to also informed THE DRY GOODS REVIEW of an advance of 25 per cent. in lace curtains. "Though it has been possible," he added, "to pick up a great deal of manufactured stock at old prices, and a number of Canadian buyers have done this.

"The oilcloth and linoleum trade is very brisk, too, and advances may be looked for in this line."

ENGLISH BUSINESS WITH CANADA INCREASES.

Writing to The New York Carpet Trade Review, an American visitor to Kidderminster, says: "Not a yard of ingrain carpet is now made in Kidderminster, brussels, wiltons, and axminsters and various weaves of rugs being the product. Mr. Reginald Brinton, of Brinton's, Limited, told me that even the few customers left to them in the United States wanted to cut down the limit of three pieces of a pattern to one piece. The report all around was the cessation of effort to sell any carpets in the United States, and a buyer from here would be looked upon as a curiosity. On the other hand there is renewed effort for Canadian business, the trade there being thoroughly canvassed from Kidderminster. The 10 per cent. differential in the Canadian tariff in favor of British goods has assisted in this activity."

ANOTHER UNITED STATES WALL PAPER COMBINE?

The dissolution of the National Wall Paper Co. of the United States is said to be in progress, but rumor has it that some of the strongest manufacturers in the trust will reorganize about January 1, next, and that at least five of the biggest factories are in the new arrangement.

NO LOWER CARPET PRICES IN THE UNITED STATES.

Our trade exchanges in the United States say that September is over and no changes in carpet prices have been made. That date was looked to by many retail buyers as the time when prices would show a change for the lower. No change has put in an appearance, however, and the trade now has the word of some of the best manufacturers that no price reduction will be installed this season.

The jobbing trade has already taken up the Spring matting season with results fully up to expectations. Prices are practically on last year's basis. The Chinese difficulties have not changed prices to any appreciable extent.

The point which seems to be troubling a good many of the American matting importers in connection with the troubles in China, says The American Carpet-Upholstery Journal, is the fact that the price of cheap mattings is advancing dangerously near to the 10-cent limit. Up to this point the

duty is only 3 cents per square yard. Matting which is valued at over 10 cents a square yard must pay a duty of 7 cents a square yard and 25 per cent. ad valorem. An advance of a fraction of a cent. over 10 cents per square yard in the price of matting adds about 50 per cent. to its cost. For instance, matting which is valued at 10 cents, with the duty added, costs 13 cents per yard; whereas, if its value is 10½ cents, the cost, landed, amounts to a little over 20 cents.

Since the advance in cotton goods, all of the leading table oilcloth buyers in the market have looked for another advance, several makers having indicated that an additional advance will be made.

AN IMPORTANT CHANGE.

Three good traveling salesmen have just resigned from The Menzie, Turner Co., Limited, and gone over to Messrs. Geo. H. Hees, Son & Co. Mr. E. W. Turner was one of the promoters and vice-president of the Menzie, Turner Co., Limited, Mr. T. F. Corey is a brother of H. Corey, the retiring president of that company, and Mr. E. H. Owen, who was one of the owners of the Art Goods Manufacturing Co., and later with the Menzie, Turner Co., Limited. Mr. Turner will travel and represent Messrs. Geo. H. Hees, Son & Co. on the road in the Northwest and British Columbia, Mr. Corey in Western Ontario, and Mr. Owen in the Lower Provinces. These gentlemen are very popular and will influence a lot of business for Messrs. Hees, Son & Co.

MR. DUNCAN'S NEW STORE IN BRANTFORD.

Mr. Charles Duncan, of Brantford, has transformed the old Masonic Hall into one of the finest carpet and furniture stores in this country. The increasing trade of this successful firm now demands a floor space of 11,000 square feet, and the establishment has been fitted up in a manner that will interest every retailer.

There is a fine new front, comprising a large plate glass window in three sections, with a heavy border of prisms on the upper part, and fenced on the front with massive and handsome hand-rails. The window lends itself with peculiar readiness to window decorations. The entrance from the front door over a mosaic pavement lets the visitor into a spacious and charmingly decorated salon, 27 by 132 feet, devoted entirely to the office and curtain and carpet departments. The wall decorations are in a delicate blue. A score or more of incandescent lights shed their rays from the ceiling, while the large windows in the front and rear of the building let in a flood of light, making the premises unusually bright and cheerful. This commodious room is finished in oak, with a polished maple hardwood floor and dainty oak fittings. A very broad and easily graded staircase, built and finished in oak, rises from the central side of the room to the furniture department upstairs. Great ranges of carpet are massed along the main floor, and every accommodation has been arranged for its display and inspection.

The ground floor of the building, which has a floor capacity of 400 square yards, is devoted to the linoleum department,

GEO. H. HEES, SON & CO., - TORONTO

HAVE THE PICK OF THE MARKET.



DETROIT
FACTORY



DETROIT FACTORY

Important Notice:

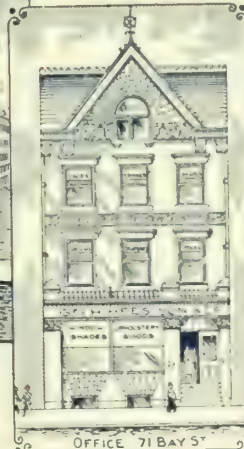
The plant of "The Montreal Weaving Co." has been removed to Valleyfield and added to our new upholstery plant at that place.

The trade in the vicinity of Montreal is invited to visit our new sample rooms and warehouse, No. 43 St. Sacramento Street, where a good stock and a full display of our goods can be seen.

We manufacture everything in the line of Window Shades, and sell them at a price that affords the Retailer a Large Profit.



TORONTO FACTORIES 276-286 DAVENPORT ROAD



OFFICE 71 BAY ST

OUR FACTORIES { TORONTO, ONT.
VALLEYFIELD, P.Q.
DETROIT, U.S.A.

KINDLY allow our travellers when calling on you to exhibit our New Samples of

**LACE CURTAINS and NETS,
FURNITURE COVERINGS,
TAPESTRY CURTAINS and**

**" TABLE COVERS,
CHENILLE CURTAINS and**

**" TABLE COVERS,
UPHOLSTERY and DECORATIVE FABRICS,
SASH CURTAINS and
UPHOLSTERY SUPPLIES,
LINEN VELOUR CURTAINS and
PIECE GOODS.**

Many of the above goods are from our own looms.

YOU ARE CORDIALLY INVITED TO VISIT OUR SAMPLE ROOMS.

GEO. H. HEES, SON & CO.,

WINDOW SHADES.

SHADE CLOTH, 37 in. to 120 in., in 50 and 60-yard pieces.

MOUNTED SHADES, Plain, Decorated, Fringed, Laced and Lace and Insertion.

WOOD and BRASS CURTAIN POLES and TRIMMINGS.

GRILL WORK, SWINGING POLES, and everything pertaining to Window Drapings.

See our new
Illustrated Catalogue.

SPECIAL ATTENTION GIVEN TO MAIL
ORDERS AND INQUIRIES FOR ESTIMATES,
ETC.

71 Bay Street, TORONTO.

CARPETS and RUGS

Standard goods, eleven different brands as follows :

- "LEADER"—a ready seller.
- "CHICORA"—for a cheap carpet second to none.
- "ROYAL"—sells at sight,
- "ANGORA"—a cheap article with superb qualities.
- "CRESCENT"—most beautiful.
- "MAGNET"—a cracker for 50c.
- "DOMINION"—a super carpet at a medium price.
- "OXFORD"—a wearer.
- "GRANITE"—the name sells it.
- "CANADIAN"—noted for purity, the best 2 ply wool carpet in the world.
- "MONARCH"—our famous 3 ply.

YOU SHOULD SEE THEM.

Rugs, Mats, Curtains, Covers.

Canadian Agents for THE MOSS ROSE MFG. CO.,
of Philadelphia.

ROYAL CARPET CO.

GUELPH, ONT.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

FOR SALE by all the leading wholesale dealers.

Selling Agent—

W. B. STEWART

27 Front Street West, TORONTO.

THREE STRONG ARGUMENTS

— IN FAVOR OF —

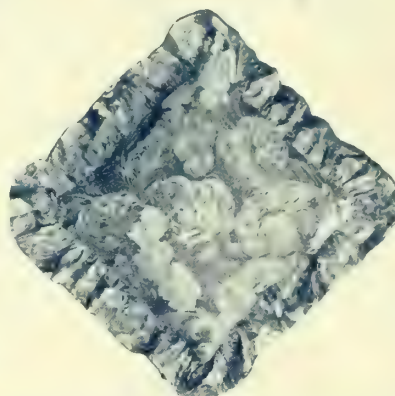
"PERFECTION BRAND"

EXCLUSIVE DESIGNS. ALL GOODS GUARANTEED. PRICES LOWEST.

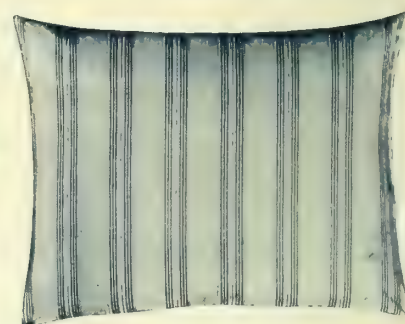
GIVE OUR LINES A TRIAL.



COMFORTERS—Wool, Cotton, Down.
Largest assortment in Canada.



CUSHIONS—White Cambric, Sateen, Silk,
Satin. All styles and sizes and for every
purpose.



BED PILLOWS—All feather. Guaranteed
odorless and free from quills.

To those who have not handled our goods we say : "Try us once and you will always come back."

CANADA FIBRE CO., Limited,

MONTREAL

Manufacturers of Down, Cotton and Wool Comforters, Cushions, Tea Cosies, and Bed Pillows of every description.

W. TAYLOR BAILEY



Upholstery Supplies,
Drapery Fabrics and
Brass Goods,

Window Shades.

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS,
and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

... LIMITED

CARPETS AND CURTAINS—Continued.

and possesses ample warehouse facilities for receiving and laying out the goods preparatory to their display for sale. Here, too, are two large radiating furnaces, by which the premises are heated, and here, too, are large consignments of goods ready for the shelves. Mr. Duncan has just returned from a buying trip to Europe.

UPHOLSTERY GOODS.

Everybody interested in upholstery goods will not be doing themselves justice if they fail to see the new offering in this line by Geo. H. Hees, Son & Co. Their assortment consists of the most desirable patterns of the European makers and a lot of new tapestries, etc., from their factory in Valleyfield. They claim to be "the lace curtain headquarters of Canada," for they have a large assortment of these goods, and their stock on hand is over 100,000 pairs.

LOWER PRICES IN WINDOW SHADES.

Messrs. Geo. H. Hees, Son & Co., have issued a new price list, lowering the price of window shades and shade cloth of all grades. Their travelers are now on the road showing full lines of window shades, curtain poles and trimmings, lace curtains, upholstery goods, etc. Let their travelers show you why it is to your interest to buy of them.

ENGLISH CAPITAL AT SHERBROOKE.

W. S. Dresser, the managing-director of the Dominion Brussels Carpet Co., of Sherbrooke, Que., has recently returned from London, Eng., where he has been floating a company to take over the above concern. The new company have a subscribed capital of about \$250,000, one-fourth of which is held in Sherbrooke. The buildings and sites of two factories adjoining their premises have been acquired and will be used in connection with the new business. New machinery is about to be added for the making of Brussels carpets and rugs of various kinds, besides which there will be a plant for the manufacture of tapestry and velvet carpets, which means that they will be the pioneers in this line in Canada. They have acquired a large water-power, and, as soon as the negotiations now going on for new machinery are completed, they will proceed with the extension of the works. The new company will be known as "The Dominion Carpet Co., Limited."

AN ENGLISH VIEW OF THE PARIS EXPOSITION.

Mr. Adam, of the firm of Tomkinson & Adam, carpet manufacturers, Kidderminster, England, has been giving his view of the carpets displayed at Paris. Asked for some explanation why so many of the English manufacturers abstained from sending to the Exposition, Mr. Adam said the candid fact was that manufacturers had come to the conclusion that financially it did not pay to specially prepare carpets for exhibition purposes. He spoke favorably of the samples sent by H. & M. Southwell, of Bridgnorth, one or two carpets being of excellent quality both in texture and design, and alluded to some exhibits sent by Messrs. Bright, of Rochdale. "I noticed a distinct departure on the part of the French in decorative art—at least as far as furniture is concerned. The French have hitherto worked on traditional lines in the reproduction of Louis XIII. and XIV. and the Empire styles. Of late they seem to have been very much influenced by the English school, especially when you examine the inlaid woodwork. There is a distinct English influence, and the French have adopted

English ideas in their decoration. You might describe it as a French version of the arts and crafts style. In some of the textile exhibits you are conscious of a Japanese influence; and the Japs themselves have some lovely exhibits in silk and embroideries."

ENGLISH DEMAND FOR WILTONS.

There is plenty of life in the carpet trade at Kidderminster, and the volume of business is more than the average for between seasons. The popularity of wiltons is marked, and the inquiries made for next season show that this class of carpet is still gaining in favor. The yarn trade is quiet, with a few inquiries for contracts. Spinners are fairly employed, and lower prices do not tempt them; indeed, there is an undercurrent of strength in the yarn and wool trades, and it is plain that many spinners are not anxious sellers of carpet yarn at to-day's quotations.

ABILITY RECOGNIZED.

MR. CHARLES E. BERNARD, the artistic window-dresser at Scroggie's, Montreal, has been elected vice-president for the Province of Quebec of the National Association of Window Dressers, which met lately in Buffalo. Anyone who has seen Mr. Bernard's windows will not dispute him the honor he has won.

Mr. Bernard is a Russian, about 30 years of age, who has lived most of his life outside his native land. He has an eye for the beautiful, and he was early attracted by the possibility of making window dressing an art. The rudiments of the profession he learned in Berlin, Germany, but he has acquired most of his celebrity in America. For some time he was engaged at Macey's in New York, and later at Shoneman Bros. in Philadelphia. For almost five years he has been dressing windows at Scroggie's, St. Catherine street, Montreal. In this store he has ample opportunity to display his powers, for the windows are large and well lighted, and good fittings are ready to hand. There are eighteen large windows, but Mr. Bernard does very careful work and does not have time to dress this number, for all his designs are well thought out and carefully executed.

Mr. Bernard's greatest triumph was achieved last year, when he won the gold medal offered annually by the National Association of Window Dressers for the best trim during the year. The trim that took the prize was an Egyptian design, displaying handkerchiefs. In the window figured the Cleopatra needle, and an Egyptian minx. The background was an Egyptian wall. Hieroglyphics, a product of Mr. Bernard's own handiwork, were scattered about profusely to entrance the public eyes.

Mr. Bernard has a high idea of his profession, and his idealistic turn of mind has brought him great success. He believes that one-half the selling power of a good window display has not yet been revealed to the Canadian public, and asserts that half the window-dressers, who call themselves such, are not window-dressers at all, for to have the qualifications of a trimmer one must make a thorough study of the art. Till one realizes that he should not expect to make window dressing his profession.

Window dressing is the only form of advertisement which prevails at Scroggie's, and his trade has increased many times during the past five years. Mr. Bernard also makes a specialty of card writing.

WALL PAPER

DO YOU SELL IT AND WANT TO
INCREASE SALE AND PROFIT

?

TRUST **WATSON, FOSTER** GOODS
TO EFFECT BOTH.

ALL DEALERS HAVE PROVED
THIS—WHO KNOW US—IF YOU
DON'T, ADVISE US AND WE WILL
SEND A MAN TO YOU—WITH
SAMPLES.

OUR THREE STRONG POINTS ARE
EQUIPMENT
SUCCESSFUL PATTERNS
COLORS MIXED WITH BRAINS.

THE **WATSON, FOSTER CO.**
LIMITED
MONTREAL.

Toronto Wholesale Trade.

JOHN MACDONALD & CO.

A SHIPMENT of 6-4 Scotch tweed suitings, the latest London novelties, which has just been received, are expected to be rapid sellers this season. They are also showing a special line of 3-4 Canadian tweeds, and one in 6-4 at less than manufacturers' prices. Black, blue, grey and mixed llamas and venetian cloths are their best selling overcoatings, and they are doing well with a range of black and blue Moscow beavers. For women's wear, they show the latest fabrics in homespun, plain venetian cloths, broadcloths and golf cloths.

In dress goods, one of the best selling lines now is French flannels in polka dots, stripes, checks and brocade. All shades of grey homespun are moving rapidly.

A large business has been done during the past season in the ready-made department, particularly in skirts, blouses and wrappers. Taffeta silks in colors and white and black, satins in white, cream and colors, and black velvet ribbons, especially the narrow widths, are lines that they are doing very well on.

Some very nice things are seen for holiday trade in fancy goods. Prices are moderate, and among novelties as to design or style may be noted clocks, china vases, well decorated; animal toys, photograph books, and several new things in cheap frames, besides a full range of staple fancy articles. For men's furnisners there is a job line in men's white handkerchiefs, various styles, and both in men's and boys' woollen underwear, fleece-lined, the range is extensive. So as to woollen and cashmere socks. This department are expecting the arrival from their European buyer of a job line of seconds in black cashmere hose to retail at 20c.

The stock of carpets is exceptionally large. On account of having anticipated the recent advance in prices, they are able to give a variety of the best selling designs at lower prices than it will be possible to quote in the Spring for the same goods. A fine line of 8-4 and 16-4 linoleums, bought previous to the last two advances, is also being sold much lower than it would be possible for Spring delivery. A shipment has just been received of the three newest designs in inlaid linoleums. They are also showing a well-assorted stock of table covers, curtains, curtain nets, white and colored quilts, mats and rugs.

BOULTER & STEWART.

Messrs. Boulter & Stewart are making a special line of silk, satin and French flannel waists for the immediate and Christmas trade, comprising some 50 styles with all the latest in sleeves and collars. The bishop sleeve is showing and is very popular in flannel goods in the New York markets. Mr. Boulter has just returned from European markets where he has secured many new styles and all the latest in cloths for Spring, 1901.

Tailor-made suits have now become one of the most staple ready-to-wear garments and the demand is steadily increasing. This is largely owing to the perfect fitting garments now produced. The prices these garments can be sold at bring them within the reach of all classes, and they will be the leading feature of your mantle department this coming season. Messrs. Boulter & Stewart are showing a very large range, comprising all the latest Paris and New York designs—goods

to retail from \$6 to \$35. The travelers are now in their respective territories and will call upon you shortly.

The trade mark is now becoming an important feature in the selling of ready-to-wear garments, and the demand for the "Crown" brand costumes and blouse waists manufactured by Boulter & Stewart indicates wonderful success, the repeat orders, in some cases, are larger than stock orders. The "Crown" brand is a guarantee for correct style and fit.

THE WYLD-DARLING CO., LIMITED.

The Wyld-Darling Co., Limited, have lately been making some special preparations for increasing trade, and show a complete and well-assorted stock of all lines of dry goods. They are finding large sales for the high turn-down ladies' collar for Fall and Winter wear. In the hosiery department some extra stock has been placed, and they are handling some special lines of ribbed and plain goods in cashmere and wool at 25 to 50c. per pair, which are meeting with a heavy demand. Their range of ladies' vests comprises many of the best values shown to the retail trade at 25, 50 and 75c. each.

Various styles and prices are shown in their stock of Ringwood gloves, cashmere gloves, infants, bootees, wool mitts and fancy knitted clouds, toques, etc. Another large range is their flannelette embroideries, in pink, blue, cream, grey and scarlet. Visitors should ask to see the special line in these goods which are made to retail at 5c. a yard.

In yarns of all kinds they are now doing a large business. The best selling Saxony yarns are the Eclipse, Royal, Imperial, Crown and Andalusian. These are offered in black, white and colors. They also show a line of three and four-ply worsted fingerings in three grades. In Canadian yarns, the "Star" brand is their leading seller. This is in all colors, and guaranteed pure Canadian wool.

The latest novelties in fancy goods are in celluloid hairpins, hair braids, side combs, back combs, belt buckles and fancy hose supporters.

K. ISHIKAWA & CO.

The Fall season, which is the principal one for business in Japanese silks and silk goods, has this year opened up very satisfactorily. K. Ishikawa & Co. have finished filling their import orders, and the sorting business has already begun. The demand for 20-inch Japanese silks is now very heavy in almost all colors. Besides the ordinary colors this firm have brought in some attractive shades in grey, fawn, reseda, green, brown and myrtle. Their stock of initialed handkerchiefs is now complete. They range from \$1.50 to \$8.50 per dozen. A recent shipment of fancy blouse silks, in new plaids and stripes, has just arrived. This lot includes some high-class novelties in figured stripes which are very handsome. In silk mufflers they are doing a large business. Their stock consists of both fancy and plain mufflers and includes a large assortment of colors and designs. They are experiencing a good demand, too, for fancy handkerchiefs, ladies' embroidered handkerchiefs, and plaid ties for Winter wear, the last mentioned being a well-selected assortment and very pretty.

Their samples for Spring, 1901, are now ready. They have added to their Japanese silks an assortment of Lyons dyed habutai silk, 20, 23, 27 and 36 inches. Ishikawa & Co. are noticing that the Canadian trade are becoming much more particular about the shades and finish of silk, and their French dyed and finished goods are particularly sought for. They are showing a beautiful line of fancy blouse silks, in crepe de chine, lace effect silk and corded goods, in stripes, plaids and checks. Their ladies' ties should be noticed also. These are made in soft habutai silk, silk crepe and liberty silks, with drawn work and silk fringes at the ends. Polka dots in all the latest colors are also shown. Children's and youth's windsor ties are displayed in great variety.

Orders for matting for Spring delivery are now booked and Spring samples are in the travelers' hands. The outlook in this line for next season is decidedly bright.

"Lawrus" Fabrics.

REGISTERED TRADE MARK NO. 176206.

These Dress Fabrics can Only be
Supplied by ❁ ❁ ❁ ❁ ❁ ❁

LAW, RUSSELL & CO.
BRADFORD.

EVERY YARD IS STAMPED "LAWRUS."

Our representative, Mr. Haley, will be at the Queen's Hotel, Toronto, and the Windsor Hotel, Montreal, in Sept. and Oct., with a complete line of new styles for Spring, 1901.

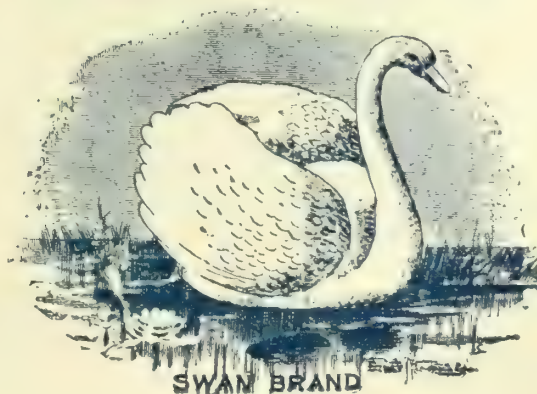
DOWN

WOOL

COTTON

COMFORTERS

Bed Pillows
Cushions
Cosies and
Head Rests.



Everything
new in
Coverings
this season.

LETTER ORDERS PROMPTLY ATTENDED TO. PRICE LISTS ON APPLICATION.

ASK TO SEE OUR ALBUM OF DOWN COMFORTER DESIGNS.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Limited
Saltaire, England

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto



Clothing and Woollen Trade.

TAILORS AND THE CASH SYSTEM.

MERCHANT TAILORS throughout the country are feeling in much better shape, owing to the excellent Spring trade which they had, and also to the good prospects for Fall, now opening up.

It has always been felt that there was room in the country both for the ready-to-wear clothing trade and the custom trade, and there was no reason why one should infringe to any great extent on the other. One difficulty which stood in the way of the merchant tailor doing as large a business as before was the prevalence of the credit system, which made returns slow and forced prices up. Many customers of moderate means were forced to take ready-made clothing when their preference was for a suit made to order, simply because they found the custom work too expensive.

There is no doubt these large apparent profits of the merchant tailor were due to the system of giving credit. Having to wait for his money, he naturally placed a good price on the clothes.

Tailors have often discussed ways and means of retaining their trade. One proposition which has been under consideration, was to have a buyer go to England for a number of tailors, who would pool the expenses of the trip. The objection to this is, that each merchant knows the peculiar taste of his own locality, and can do much better by selecting his own goods than by having even the most intelligent buyer select for him.

Probably the best remedy lies in adopting the cash system. We have heard of more than one tailor who has gone in for cash and was still able to retain his custom. It requires, doubtless, some tact and care to avoid offending good customers, but it can be done, say those who have tried it. In one case a tailor in rather a large town turned his old business into a cash system and did well. The best way to work it is for the tailors in one town to get together, drop trade jealousy and agree upon a cash system.

One city tailor informs THE DRY GOODS REVIEW that his customers know that cash means 30 days, and he quotes them a 30-day price, and, if they do not care to settle in 30 days, a certain sum is added to the original price. He often says in an off-hand manner: "You will be paying this within the month, so I will just quote you the cash price; of course, the ordinary price would be so and so." By putting the cash and credit terms on his billheads he finds that he loses no customers. This is, of course, not the cash system, but, where

it seems impossible to get customers to pay cash promptly, it is a good half-way house on the way towards strict cash and one price.

THE QUALITY OF DOMESTIC WOOLLENS.

There is usually a prejudice against Canadian woollen fabrics by city tailors. The majority love to order from London, but it is certain that few can distinguish native goods from imported. The late mayor of New York, Mr. Strong, once took to his tailor a nice checked lining, which he had had presented to him by one of the mills which he represented. The tailor told Mr. Strong that the goods were imported, as he had bought the identical goods himself from an importer, and showed him the goods on the shelf. It turned out that the parcel of tweeds and linings which the merchant tailor had bought as imported goods were all made at mills within 100 miles of New York.

It seems strange that woollen wholesale houses in Canada still adhere to the old-fashioned notion of keeping separate the imported and Canadian woollen departments. Such a thing as a divided woollen department is not known in England, France, or Germany. There, a customer goes in and selects goods that suit him without knowing where they were made. It would be a great help to Canadian mills if there were no distinction made between imported and domestic goods in Canadian stores, and the profits on domestic goods would certainly be larger than they are at present.

FEATURES OF ENGLISH TAILORING TRADE.

The use of flannel for Summer suits will last at least another season. One feature of present trade is mentioned by Minister's Gazette of Fashion: "Grey flannels, plain or with fine white silk stripes, have been greatly in demand for the latter purpose, so much so that the woollen merchants' stock has practically run out. One of the effects of the rise in woollens shows clearly in these flannels; the trade being loth to pay more than the accustomed 2s. 9d., or 3s. at the utmost. A distinct lowering of quality had to be resorted to in order to enable merchants to maintain it, with the result that most of the flannel suits one sees about now show a very limp appearance—have, in fact, lost that 'hang' which is the criterion of quality.

"The loose weaving which results from a diminished quantity of yarn put into most makes of goods at present, so as to maintain previous prices, causes such goods to be liable to go on shrinking to an extent which is already eliciting a good many complaints, both from tailors and the public. The

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



WOOLLENS

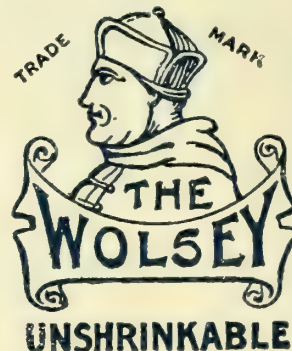
— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East
TORONTO.

JOS. W. WEY,
6 Bastion Square.
VICTORIA, B.C.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and

TAILORS'

... TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

ALL THE RAGE IN ENGLAND.

"BEAVER BRAND"

MACINTOSH

The best and cheapest made or sold in Canada.

Ask for the "Driver's Friend." Cannot be beaten for the use of Driver, Conductor, or Motorman. Thoroughly waterproof, strong and durable.

SAMPLES SENT ON APPLICATION.

Sole Manufacturers

The Beaver Rubber Clothing Co. - - Montreal.

1490 Notre Dame Street.



"RAGLAN."

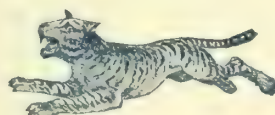
The Galt Knitting Co., Limited

Eiderdown
House
Jackets



GALT = ONTARIO.

Single and
Double Fold
Eiderdown
in Plain, Ripple, and
Chinchilla.



The exceptional demand for the "Tiger Brand" of Underwear proves our contention that it is superior to any other.

Plain and Fleece-Lined in Men's and Boys'.

ALL SIZES

ALL PRICES

CLOTHING AND WOOLLEN TRADE.—Continued.

latter naturally hold the tailor responsible, and the tailor, in his turn, blames the woollen merchant. The merchant cannot do more than have his goods shrunk once, when they come in; and no London house sends out unshrunk goods, although second-rate provincial houses shirk this expense. London shrinking, too, is recognized to be the best in the world, and, if it does not take all the 'shrink' out, it must be put down precisely to this enforced cheapening of goods which has been forced upon the trade just now by causes beyond their control.

"To the tailor, who has to bear the brunt of the battle in this matter, this is but cold comfort, but there is really no alternative except to stick to a good article and pay the price for it. The one thing that can and should be done under these circumstances is to cut all loosely-woven goods, such as home-spuns, serges, chevots, tweeds and worsteds, rather longer than measure, say one inch in the leg and half an inch in the sleeve, and flannels, which are subjected to washing, even a good deal more. Another point to consider is that it is the inherent nature of wool to go on shrinking in wear, so that what cannot be cured must be endured."

NEW WOOLLEN FIRM.

Mr. Hutchison, lately of the firm of Hutchison, Nisbet & Auld, has formed a new woollen house in Toronto, as R. B. Hutchison & Co. Mr. Hutchison is well known to the trade as having occupied a prominent place in the woollen trade of the country for the past 25 years. The firm occupy premises in the new Carlaw building, No. 30 Wellington street west, and will confine themselves to a wholesale jobbing woollen business, dealing chiefly, though not exclusively, in Canadian fabrics.

CLOTHING FOR THE SOLDIERS.

The Sanford Manufacturing Company have shipped away an order for 11,000 overcoats for the Indian troops now in China. The order was received through the India office on August 20, and it was stipulated that the last consignment must reach Vancouver on September 27, in order to be loaded on the C.P.R. boat leaving that port on October 9. The company had no material on hand, and soon the telegraph wires were kept humming with orders to the mills throughout Canada for Canadian frieze and linings. The company turned out 500 overcoats a day. It took 220 cases for the order. The cases are addressed to the transport officer at Wei Hai-Wei, via Shanghai. Of the order, 5,928 coats are ordered to be marked: "Warm clothing, for the third and fourth brigades." The Sanford Company have yet in hand the War Office order for 30,000 suits—tunics and trousers—for the South-African warriors. Of these, 20,000 suits have been shipped away.

CHANGE OF FIRM NAME.

Messrs. E. J. Dignum and J. Montpenny, of Toronto, who have been associated together as manufacturers' agents and importers of dry goods, woollens and tailors' trimmings for a number of years, under the firm name of E. J. Dignum and Co., have decided to change their name, and will meet their customers after this date under the style of Dignum & Montpenny. There has been no change in the personnel of the firm, the same members continuing together under the new name.

TRADE NOTES.

The Rogers Clothing Co., of Rat Portage, have purchased the bankrupt stock formerly owned by Max Rothchild.

Reid & O'Hara, clothiers, St. Catharines, have dissolved, and R. O. Reid will continue alone.

The creditors of J. E. Fleury, tailor, Toronto, have decided to wind up the estate. Liabilities total \$4,500, with assets, consisting chiefly of stock and fixtures, valued at \$3,110.10.

R. J. S. Grimshaw has started business as merchant tailor in Ottawa.

Campbell & Vincent, merchant tailors, of Sarnia, are now installed in their handsomely fitted-up and very convenient premises in the King Block. They are well known in and around Sarnia, and will doubtless be successful in securing a satisfactory share of the public patronage.

W. Farrer, for 28 years with the Sanford Co., for 22 of which he managed Oak Hall, is going into the clothing business for himself at Hamilton.

A. J. Graham, clothier, Lindsay, is enlarging and improving his place of business owing to expanding trade.

"Beaverhall" is the name of J. P. Chiswell's new clothing store in Stratford. It is, as he claims, an ideal clothing store. The two big mirrored windows are one of the advantages of the store, and Mr. Chiswell shows great skill in utilizing them to the best advantage. They are very handsomely dressed and show the various lines which are handled. Ready-made clothing, ordered clothing and mens' furnishings sum up the stock. A decided advantage of the store will be the facilities for showing goods, and the goods carried are such as may be shown in any light. The display tables are of solid oak, piano finish. From nickel-plated stands hang the men's furnishings.

A PHRASE EXPLAINED.

"Predestined Under Right Impulse To Achieve Success" is the effective way in which a Montreal manufacturer of a certain brand of comforters and quilts expresses the motto he has adopted. It will be noted that the first letters of the words put together consecutively form the name "Puritas," which was originally adopted by the manufacturer as a Latinization of the word "Purity," and referred to the filling of the quilt (white carded batting). As to the meaning of the phrase, especially the words "right impulse," no doubt it means advertising, pure and simple, so that it could be expressed "The Puritas Comforter is predestined to achieve success if rightly advertised," a statement no live merchant would dispute, since the benefits of advertising are so freely recognized. The motto is, therefore, an apt and effective one.

The well-known Canadian wool manufacturers, the Paton Manufacturing Company, of Sherbrooke, Que., have been awarded the gold medal for their exhibit of tweeds, etc., at the Paris Exposition.

Lindsay merchants are encouraged by the action of their local chief of police in insisting on a transient dealer in furs paying his license. The man had left town without paying, but the chief followed him to Toronto and insisted on the payment of the legal amount with costs.

Mr. A. F. Banfield, Winnipeg, Man., has purchased the Ryan block in that city and is making a large extension before placing in his stock of carpets and housefurnishings. When completed, the building will be 180 feet deep, fronting on two streets, five storeys on one street and four on the other. The new store will be fitted up in the most modern style, with a stock second to no store in Canada.

CAMPBELL'S CLOTHING.

The Best

(	Workmanship
	Trimmings
	Style
)	Value

We will offer through our travellers for

SPRING 1901

Suits from \$6⁰⁰ to \$20⁰⁰

The qualities of our clothing have made the reputation of the largest dealers in the big cities, where competition is keenest.

Do not buy till you have seen our samples.

CAMPBELL MFG. CO.

23 and 25 Cote St., MONTREAL.



INCREASE IN CANADIAN COTTONS—STRENGTH OF THE ENGLISH MARKET—DEPRESSION IN WOOL—CARPETS AND OILCLOTHS GO HIGHER—NEW LISTS IN MAGOG AND COLONIAL CO'S. PRINTS—A GLOOMY REPORT FROM GERMANY.

Montreal and Toronto, Oct. 1, 1900.

WHAT we said in our last issue regarding the probability of an advance in colored cottons in this market, when the fear of American competition subsided, is already proving correct. On October 1, the Canadian Colored Cotton Co., which dropped their prices a few weeks ago on certain lines, are advancing a number of those lines to nearly the old figures. In denims, cotton dress goods, apron gingham, shirtings, Oxford shirtings and some lines of tickings the prices are almost on the old basis, while some lines have been withdrawn altogether for the Spring season. Cottonades, flannelettes, cotton blankets and some lines of tickings have not yet been advanced, although there is an expectation that they will be.

In grey and white cottons, ducks, cantons, bags, carpet warps, bleached and grey sheetings and pillow cottons the Dominion Cotton Co. announced an advance of about 1c. per yard on September 12.

The Montreal Cotton Co. advanced their prices on all lines, including silesias, jeans, cambrics, foulards, pocketings and cheesecloth, from 5 to 10 per cent. on Sept. 25.

The Merchants advanced prices on cheese and butter cloth $7\frac{1}{2}$ per cent. The same company have also advanced bleached cottons, cantons, grey cottons, ducks and other lines, about 5 per cent.

The strength, therefore, of the Canadian cotton market seems pretty well assured, and the reports that come from England and New York go to sustain the belief that we shall not see a break for a time.

THE COTTON SITUATION IN ENGLAND.

The situation in the English cotton market resembles the state of things during the American Civil War, for now, as then, many Lancashire mills have closed down owing to want of raw material. The new crop will come into the market at higher prices, so that high prices for made fabrics seem almost certain. The situation is a serious one, for the Lancashire operatives, who number about 500,000 and who earn a weekly wage of about £500,000, may lose several weeks' work. The present arrangement is for the mills to shut down from October 1 to October 15, but will supplies of cotton be available two weeks hence to allow of work resuming? That is a question which few authorities in Manchester seem able to answer, so that the bulk speculators in the raw cotton market have things all their own way. As to the effect on fabrics of all this panic in raw material, the latest reports are that buyers are holding off as long as possible to avoid paying the increased prices.

COTTON THREAD ADVANCES.

The British trade were notified September 17 of an advanced list for cotton threads by the Central Agency, and, as it applies to Canada, it may be well to note the change in

English quotations. The higher prices charged for the various brands are as follows :

Knitting Cotton—3, 4, or 6 threads, 2-ounce balls, green, red, salmon, and pink tie, all numbers, 3d. per lb. additional. 3, 4, 6 threads, $\frac{1}{2}$ -ounce skeins, etc., green, red, salmon, and pink tie, all numbers, 2s. 6d. per 10 lb. additional. Superior knitting cotton, in 1-lb. boxes, 3d. per lb., all numbers, additional.

Mending Cotton—2 threads, $\frac{1}{4}$ -ounce skeins, $\frac{1}{4}$ -lb. packets, red and pink tie, 2s. 6d. per 10 lb. additional. 3 threads, $\frac{1}{2}$ and $\frac{3}{4}$ -ounce skeins and small cards, 3d. per gross additional, and large cards, 6d. per gross additional.

Tambour Ball Cotton—3d. per packet additional in all numbers.

Tambour Sewing Cotton—2s. 6d. per 10 lb. additional in all numbers.

Second Quality 2 and 3-Cord Soft and Glace—

Yards.	Yards.	Yards.	Yards.
500.	1,000.	2,000	2,400.
1s.	2s.	4s.	5s. per gross on reels.
..	3s.	5s.	6s. " " " cops.

5,000 yards, 1d. per reel or cop; 10,000 yards, 2d. per reel or cop. The prices of all lengths and qualities not referred to above remain unchanged.

It is, therefore, the cheaper qualities, and not the finer grades, that have been advanced. The Drapers' Record attributes the advance to the scarcity of American cotton and a certain amount of "cornering."

THE DEPRESSION IN WOOL.

The colonial wool sales begin in London on October 9, so that before the next issue of THE REVIEW is in the hands of its readers cabled reports will reach buyers on this side of the ocean. It may be that prices of wool may go lower, but, as far as fabrics are concerned, it is believed that they have gone as low as they will. The cancellation of the September sales in London, in an attempt to bolster up a falling market, is not supposed to have helped the wool situation appreciably.

The amount of wool to be offered at the sales is 366,000 bales. The Drapers' Record's Bradford report says : "The business doing is still considerably below an average, as far as pure merino sorts are concerned. Prices of both merino wool and tops are quite unchanged, and there are signs that the consumption of merino wool is increasing here, but the crisis in the wool trade, which has recently been so disastrously evident at all the chief continental centres, has so shaken the confidence of buyers of all classes of goods made from merino wool that only orders to supply absolute wants are being placed."

"The standard of values in fine wool dress goods has also been considerably depressed by the extremely low prices which French manufacturers have recently been taking in the British market, these prices being, no doubt, the result of forced realizations by French spinners who had been caught by the disastrous results of speculations in 'futures.'"

"There is no doubt, however, that the commercial atmosphere of the continental wool market is gradually clearing." After the October sales there will be none until January 15, 1901.

The same report goes on to deal with the English demand for dress fabrics. For the present Autumn trade, sales of costume cloths of the fancy frieze class are good, but only of the better qualities. For next Spring everything points to bright plain materials being again fashionable, and the pastel shades promise to appear in many fabrics for Spring. Orders are beginning to be placed, and no novelty has yet made its appearance to displace bright mohair dress goods. Friezes,

OUR 12 TRAVELLERS

are now all out with the finest range of Spring and Summer Clothing ever yet shown. **Wait for them.**



BEFORE PLACING YOUR Spring Clothing Orders see our magnificent range of popular-priced clothing:

Over 30 Different
Patterns

Men's Tweed Suits at \$3.50.

Over 35 Very Handsome
Patterns

Men's Tweed Suits at \$4 and \$4.50.

Over 50 Splendid
Qualities

Men's All-wool Tweed Suits at \$5.

If our travellers do not call on you permit us to send you, express prepaid, some of our Sample Garments.

M. SAXE & SONS

LEADING CLOTHIERS

Cor. St. Peter and Lemoine Streets,

MONTREAL

THE MARKETS—Continued.

tweeds and cheviots are also expected to sell well during the Spring of 1901. The rise in cotton is affecting such goods as moreens, cords, etc.

DRY GOODS THREAD PRICE LIST.

STANDARD—16-oz. lb. (in red boxes.)—Hanks.				
Genuine, Nos.....	25	30	35	40
Per lb.....	\$1 20	1 35	1 45	1 70
A. QUALITY—12-oz. lb. (in boxes)—Hanks. ½-oz. knots.				
Genuine, Nos.....	25	30	35	40
Per lb.....	\$1 00	1 15	1 25	1 40
BEST "LAGAN" LINEN THREAD—				
12-oz. lb. (in boxes)—Hanks. 48 to box.				
Nos.....	25	30	35	40
Per box.....	\$0 52	0 58	0 65	0 75
"PASSAIC" LINEN THREAD—8-oz. lb. (in boxes)—Hanks.				
Nos.....	25	30	35	
Per box.....	\$0 32	0 35	0 40	
CARPET THREAD—16-oz. (in red boxes)—Hanks.				
3 Cord drab, green, black, white, brown	\$1 00 per lb.			
3 Cord red	1 05 "			
EXTRA STRONG BUTTON THREAD—"Fil au Grand Prix" \$1.20 per box of 48 balls, Nos. 30 and 40, black and drabs.				
WHITE LINEN FLOSS.				
1*, 2*, 3*, 4*, 72 knots to box, or assorted 1 to 4..... \$1 05 per box				
LINEN THREAD ON SPOOLS.				
Black, drabs, { 3 Cord—200 yds..... \$1 00 per doz. } Nos.				
W., B., and white { 3 " —100 " 60 " } 25 to 100				
Machine 3 cord, 1, 2 and 4-oz. Spools, 16-oz. lb.				
Nos. 16	18	20	25	30 35 40 50 60 70 80
Lb. \$1 05	1 10	1 15	1 30	1 40 1 55 1 75 2 05 2 25 2 60 2 90
GILLING THREAD—3 Cord—14-oz. lb. ¼-lb. balls.				
Nos.....	25	30	35	40 50 60
Per lb.....	\$0 77	0 90	1 00	1 10 1 25 1 50

COLONIAL CO.'S PRINTS FOR SPRING, 1901.

The price list of the Colonial Bleaching and Printing Co., Limited, for Spring, 1901, just issued, is as follows:

Prints—		Sateens—	
No. 29 cloth.....	c. 5	No. 54 cloth.....	c. 12½
No. 38 cloth.....	7½	No. 47 cloth, mercerized ..	17½
No. 23 cloth.....	8	Kitchener Tweed—	
No. 23 aniline.....	8½	No. 21 cloth.....	10
No. 19 cloth.....	9½	Flannels—	
No. 19 aniline.....	10	Colonial Flannel.....	8
No. 15 cloth.....	9½	Kopje flannel.....	9
Ducks—		Twills—	
No. 28 cloth.....	10	No. 18.....	8
		No. 6.....	10

MAGOG PRINTS NEW LIST, SPRING, 1901.

STAPLE LINES.			
H. cloth.....	c. 5½	HHH. heavy cloth.....	c. 10
No. 1 cloth.....	6½	AAA. heavy cloth.....	10
No. 2, cloth.....	8½	C cloth.....	10
INDIGO—Special.			
S.C. Indigo.....	c. 8½	XXX. Indigo.....	c. 10½
D.C. Indigo.....	10½	G.C. Indigo.....	12½
FANCY LINES.			
N.N. sateen.....	c. 10½	Ex heavy moles.....	c. 20
A. duck costume.....	8½	Salisbury costumes.....	8
Princess piques.....	11½	Summer suitings.....	9
A.A. duck costume, indigo.....	10½	N.B. costumes.....	9
A.A. " " aniline.....	10½	Twill cretonne.....	8
C. duck costumes.....	11½	Ottoman cretonne.....	10
X.X. K. skirting.....	11½	Oatmeal cretonne.....	11
Moreen skirting.....	11	Crash suitings.....	12½
H. drill.....	12	M. 2 linenettes.....	10
Ludas tweed.....	12½	C. linenettes.....	12
Saxony suiting.....	15	Sateen cretonne.....	
Heavy moles.....	16	Embossed skirting.....	10

SLEEVE LININGS.

No. 11, sleeve linings, 39-40 in.	No. 44, sleeve linings, 39-40 in.
No. 22, " " " "	No. 22, N " " "
No. 33, " " " "	Embossed " " " "

A gloomy report comes from Germany regarding the state of the textile industries. Many factories are stopping work. In the Gera district but 5,807 looms out of a total of 11,829 are busy, and weavers' wages are only \$1.94 to \$2.38 per week. Shares of industrial companies are beginning to decline.

ENGLISH FLANNELETTES ADVANCED.

A leading Manchester firm writes as follows to a Canadian customer under date of September 13: "Owing to the exceptional state of the cotton market we are compelled to advance all flannellettes, viz., woollettes, plain dyes and printed, ½ d. per yard in each case. Owing also to the scarcity of suitable cotton, we are compelled to practically close our mills until new crop cotton arrives. We beg, therefore, to ask your forbearance in the execution of orders we now have on hand. All contracts will be executed, but delay is, under the circumstances, unavoidable, at the same time we beg to assure you that we are making every effort to minimize delay."

CARPETS AND OILCLOTHS.

As noted elsewhere, the prices of English carpets and of English and American oilcloths have advanced, and wholesale buyers predict a further advance in Canadian oilcloths during the next fortnight, although, as we go to press (October 1), the list issued April 28 last was still in force.

PRICES OF WHALEBONE.

A sale of 12,000 pounds of prime Arctic whalebone has just been made by Captain Wm. Lewis, of New Bedford, Massachusetts, for export. This is the first large sale for some time. The price received was not far from \$3 per pound, as it is known that small sales have recently been made at \$2.75 per pound, and that holders are asking for prime Arctic as high as \$3.25.

THE TRADE IN NECKWEAR.

A leading authority on men's and women's neckwear said to THE REVIEW, Oct. 1: "In men's neckties, flowing ends still hold first place, but the batwing bow is a close second. In color, it is undoubtedly blue and bluish purple, strongly marked with white, either in stripes or figures. Red is also good and will improve in demand as the season advances. Green is showing symptoms of a revival and may creep into popular demand as time advances. Stripes are as popular as ever, and for the novelty high-class trade large figures are greatly in demand.

Men's Made-up Mufflers—The demand is now entirely for the reversible muffler, the old style with a quilted lining being obsolete. The change in style has come from the consumer, who now demands a reversible wrap on the ground of economy and appearance, the price being very little more considering the advantage of being able to wear it four ways, each way appearing different from the other, and giving four times the amount of wear received from the old quilted lined article.

Ladies' Christmas Scarves—The coming Christmas promises an active trade in ladies' ties. The leading styles will be edged ruffs and chiffon windsors with fancy ends, to go twice around the neck, giving the soft stock idea. Stocks are also being shown in the new shapes in New York made from panne velvet, and some lovely things for the holiday trade in exquisite hand painting on the delicate shades in panne on the stock idea.

CLOTHING

SPRING 1901.

OUR TRAVELLERS ARE NOW OUT ON THEIR RESPECTIVE ROUTES.

M. LEWIS - MANITOBA
GEO. W. PARKER, N.W.T.
W. R. ANGUS, BRITISH COLUMBIA
C. K. BURT, - NEW BRUNSWICK
A. J. RUTLAND, NOVA SCOTIA, and P.E.I.

WE ARE PREPARED TO
ACCOMMODATE ANY
DEALER WHO WOULD
LIKE TO SEE OUR SPRING
NOVELTIES.



A POSTAL CARD REQUEST
FOR SAMPLES MAY BE
THE MEANS OF ESTAB-
LISHING REGULAR AND
PROFITABLE RELATIONS
WITH US.

OUR ONTARIO TRAVELLERS START OUT OCTOBER 1, WITH SORTING SAMPLES.

W. E. CHALCRAFT & CO.

MAKERS OF FINE CLOTHING,

PRESENT A MOST ORIGINAL
LINE OF BOYS' AND CHIL-
DREN'S CLOTHING * * *
IT CONTAINS NOVELTIES
WHICH WILL MAKE TRADE.

71 and 73 YORK ST., TORONTO.

The Outlook in the Retail Dress Goods Trade

The Fabrics that are Selling and the Qualities in Demand—What Some Prominent Merchants say.

THE following opinions from leading members of the retail trade will prove interesting and instructive to DRY GOODS REVIEW readers generally :

A. Bristol & Son, Picton, Ont. "Sale of dress goods, so far, this Autumn has been best in suitings and the materials most favored have been cheviots, camel's hair mixtures, and plain or small designs in tweeds with some demand for coverts in good qualities. The most salable prices in such goods are from 75c. to \$1.50 per yard, but later in season there is certain to be a good sale for goods at 50c. In black goods we find less demand for crepons, or any kind of fancy goods and we believe that by the time next Spring's trade is to be done the greater portion of black goods wanted will be plain or nearly plain styles.

"As to the style of colored goods likely to be wanted for next Spring we do not think that fancy styles in woollen dress goods will be salable, as muslins and silks take their places, and plain goods are more suitable for tailor-made suits."

Peter McSweeney Company, Limited, Moncton, N.B. "As to sales of dress fabrics for Fall and Winter, notwithstanding the mild and somewhat wet weather, the demand has been quite brisk and we certainly anticipate a very brisk season's business. Fancy tweed effects and plain homespuns in heavy weights are in great demand, and as regards qualities we find that each season our patrons are looking for a better class of goods. We think that the popularity of plain goods will hold good next season."

S. M. Sovereign, Simcoe, Ont. "Our sales of dress fabrics are much earlier than last season. Canadian homespuns and heavy friezes in oxford greys are largely in demand. The demand is for much better goods. In better goods we are selling broadcloths, cheviots, crepons, cords, etc., largely in blacks of heavier makes, and mostly plain goods. We think plain materials will be just as good next season as this, especially in black."

White & May, St. Marys, Ont. "Fall dress goods are selling freely, especially in homespuns. Smooth-finished suitings also sell well for skirts, with silk or French flannel for blouses. There is a good demand for better class of goods, the lower prices being slower than former seasons. Re style for Spring—think some fancy goods will likely be in demand, as coat and skirt have had a big run. The lady who had a plain cloth or homespun last Spring will likely be looking for something new in fancy weaves for her next Spring costume."

Geddes Bros., Sarnia, Ont. "Dress goods business here is active, considering the early date. Styles most in demand for suits are: Homespuns, camel's hair, cheviots, venetians and broadcloths.

"Plaid backs with plain reverse for rainy-day or walking skirts, are very active. Cheap dress goods are wisely con-

sidered 'dear at any price by our trade. Better times mean better goods, especially better dress goods.'

"Speaking for next season is risky. We venture the opinion that plain-faced materials of the satin finished order will be prime favorites, with cheviots and lightweight venetians a good second. Fancies will not be revived in 1901."

Carson & McKee, Listowel, Ont. "Fall dress goods are moving quite freely, but we find the better goods are moving more freely than the low-priced fabrics, and the demand is greater for plain stuffs than fancy effects. We look for a continued demand for plain goods for the coming Spring."

Cameron & McTavish, St. Stephen, N.B. "As to style of dress goods worn and sales for Autumn, we can hardly pass an opinion as yet, as the season is rather early, but, so far, the demand seems to be for homespun of camels' hair effects, all mixed goods; no plaids, checks or fancies. Plain cloths are moving rather slowly; low price goods with us are not salable. For next season, do not think fancies will be very strong."

Woods & Taylor, Galt, Ont. "Trade is improving with the advent of cooler weather, but we are still open for an increase. In dress goods we find the demand steady for plain fabrics, cheviots, camel's hair, friezes being the popular and decidedly far better qualities. Cheap, or rather common, goods do not take at all. For Spring, so far as we have formed an opinion, plain goods will be to the front. Fancies nil.

PRIZE FOR ENGLISH PRINTS.

The famous English firm of Horrockses, Crewdson & Co., Limited, cotton spinners and manufacturers, have now added another prize to their already long list of medals, awards, etc. At the Paris Exposition they have just been awarded the Grand Prix, the highest prize given, for their manufactures.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

CANADIAN MANUFACTURERS' AGENT, WHO HAD GREAT success at the World's Fair, wishes to represent Canadian firm at the Pan-American Exposition, Buffalo, 1901. Write for full particulars. H. J. DALE, Gore's Landing, Ont. (11)

ADVERTISING IN WESTERN CANADA will be . . . CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by THE ROBERTS ADVERTISING AGENCY, WINNIPEG, CANADA.



ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. **Delta Finished** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
3. **Delta Finish** preserves the softness of the wool, and so affords great comfort to the wearer.
4. **Delta Finish** permits the perspiration to pass freely from the body.
5. **Delta Finish** allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,
NEW BASFORD, NOTTINGHAM, ENGLAND.

GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather, LONDON
Manager.

Works: **LEICESTER** and **LUTTERWORTH.**
Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool,
Unshrinkable, has a first-class reputation.



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

THE

**CANADIAN COLORED
COTTON
MILLS COMPANY**

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Gingham, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade,
MONTREAL.

26 Front St. West,
TORONTO.

HEAVY MITTS AT
\$4.50, \$4.00 and \$3.50.

HEAVY GLOVES AT
\$4.50, \$6.50, \$8.50 and \$9.00.



Klondike Brace
\$4.50.

3 Years' Guarantee.
(Horsehide.)

Popular-Priced Profit

Producing Staple
Lines in . .

Gloves and Mitts

We suggest your ordering one dozen of each line (a good assortment) or sample pairs by mail.

W. J. CHAPMAN
Manufacturer
WINGHAM, - ONTARIO.

We invite the Dry Goods Trade of Canada to investigate

Oxford & Costume & Cloths

FOR LADIES.

High-grade, satisfactory goods. Newest Fall styles in immense variety, at our Toronto agents

NISBET & AULD.

OXFORD MANFG. CO.
LIMITED

SOLE MAKERS

Gold Medal at
Toronto Fair.

OXFORD, NOVA SCOTIA.



The
✱

Millinery Season

—Mantles, Trimmings and Laces.

THE RETAIL MILLINERY TRADE.

THE wholesale Fall millinery openings being over, and each retailer having selected for the season's trade the shapes, shades and materials considered the most beautiful and best suited to each locality, it is now the turn of the retail stores to throw open their doors for the public inspection of their stock and give their customers the best choice possible. As we go to press the announcements of millinery openings all over the country reach us, though a number of places have not yet been heard from. In many cases the openings have been better attended and the business done has been larger than any previous year, owing, no doubt, not only to the prevailing good times but to the fact that this year's styles are exceedingly beautiful and varied. The "military" craze must also partly account for the sale of many hats, over and above the regular lines.

More and more every year the general dry goods stores, instead of confining their Spring and Fall openings altogether to the millinery portion of their stock, are making special displays of their other goods as well. Laidlaw & Ketcheson, of Belleville, for instance, made a splendid display of their dress goods and trimmings, and attracted a host of admiring visitors, although they had no millinery opening at all. Geo. Ritchie & Co. and D. V. Sinclair & Co., two other Belleville firms, also arranged their dress goods, mantles, smallwares, etc., in a tasteful manner, besides their millinery display. George Calbeck, Woodstock, in advertising his millinery opening, also advertised his stock of mantles, etc., as an "opening" as well.

Quite a number of stores had orchestras, either all day long or part of the day. These entertained the ladies with marches, waltzes, etc., besides several instrumental solos. In one of the large stores in Victoria, B.C., a novel and no doubt highly appreciated innovation was the lunch counter. Six tables were neatly arranged at one side of the millinery department, which was a large one, where ladies who were unable from the crush to get home for lunch need not miss their opportunity to buy what they wanted. At one end of the department on a raised platform the manager stood, where he could obtain a complete view of every counter, and also could see anyone who was not being attended to, thus preventing a good deal of confusion.

The decorations in all the stores were of a very high character. It must have cost a great deal of thought and labor, as well as some expense, to decorate some of the stores, though in each case the reports indicate that the care bestowed upon this part of the preparations for the opening was not spent in vain. A number of places trimmed the arch of the doors with different materials. In John E. Boles', Inger-

soll, just inside the door was an arch of snowy whiteness, twined around with smilax, and capped on each side with large palms. The first thing to be seen on entering the store of John White & Co., Woodstock, was a beautiful display of laces, ribbons and handkerchiefs, placed close to the doors, where it attracted a great deal of attention. Besides other decorations, J. Mickleborough, St. Thomas, made a fine showing of furs and mantles in addition to their large millinery display. Another St. Thomas firm, Northway & Anderson, paid attention to the fur department as well as to the millinery. G. B. Ryan & Co., Guelph, made their store beautiful by draping the walls in taffeta silk and panne velvet in burnt orange, castor and old rose shades. A table near the entrance of the room was devoted altogether to children's wear. Many stores kept special counters for hats for children in the millinery departments. The showroom in the "White Front," J. A. Duggan's store, Stratford, was decorated with mirrors and drapings. One large main mirror was hung with gauzy drapery and decorated with chrysanthemums. The interior of Thomas Stone & Son's store, St. Thomas, was decorated with Moorish fretwork in net and gold on one side and with blankets and staples on the other, the centre being made up of furs and smallwares. The millinery department of a Woodstock place had the walls gracefully covered with green cheesecloth, edged on the top with white. Mantles and jackets were shown in this store along with the millinery.

A CHAT ON STYLES AND MATERIALS.

The firm of S. F. McKinnon & Co., Limited, were called upon by a representative of THE DRY GOODS REVIEW to get their views on the millinery, mantle and general trade situation, when one of the firm said: "If you remember when we last met, early in the month, we stated that we had been meeting with the trade leaders of the Dominion during our millinery opening season, and from our viewpoint believed that a good millinery and mantle season was before us. And to-day our ideas are unchanged. It is certain that a good beginning has been made in millinery, jackets, costumes and skirts. But don't let us forget that to-day, September 27, as we talk about goods for Fall and Winter wear the weather is far from calling for such goods. But all that is required is a little sharp weather which we may expect soon. Then you will see a bounce upwards in trade in all departments, as there is certainly a sound, healthy business ring from all parts of the country. But it is human nature to want a little forcing, either by cold or heat—even if the purse is full—before it is opened for the purchases necessary for the approaching season."

"Looking back over the month of September, ready-to-wear hats have been in great favor, more so than for any pre-

Wholesale Millinery

Details
Unnecessary

It is really unnecessary for us to give details as to condition of our stock in the various departments. We can assure you however there is nothing in demand at present that we haven't ample on hand to meet the requirements of the trade.

Novelties in all departments arriving daily.

No Delay in filling orders.

The **D. McCALL CO.,** Limited

A GARMENT MUST FIT TO PLEASE.



**The Standard
of excellence.**

The one object we have always kept in view since we started business was to give the greatest care to every detail in the manufacture of our garments—the natural result has been to make the "Northway Garment" the standard of excellence in the Canadian market. Its style, fit and finish has made it the most sought for garment in the Dominion to-day.

Our creations for winter wear are in line with the very newest on the American market.



John Northway & Son, Limited
32 Wellington St. W., TORONTO.

You don't need to IMPORT

American Silk Waists.

We manufacture them right here and save you the duty.

We can supply you with the highest class goods, same as are now offering in New York, at **40% less** than the American price.



THE . . .

AMERICAN SILK WAIST MFG. CO.

323 St. James Street.

Samples on application.
Prompt attention to Letter Orders.

MONTREAL.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Toronto.
Melinda St.

Dry Goods Commission Agents.

Representing: WM. SIMPSON, SONS & Co., Philadelphia, Pa., Prints, Linings and Draperies.
CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Manufacturers' Agent, Room 509 McKinnon Bldg 19 Melinda St., Toronto, Woollens, Silks, Ribbons, Gloves, Fancy and Staple Linens, Felt Hats, Dress Trimmings, Canvas, etc.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims

Tel. Main 1985.



If you Want to Learn Anything About Advertising,
If you are a business man and get or want to get business by any kind of advertising, and want to know how to advertise and make money; or if you are an employe and expect to go into business for yourself; or if you want to get into a new and profitable profession - we furnish the foundation - the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent Free. Address Advertising World Publicity Club, Columbus, O.

M. MARKUS

Foreign Manufacturers' Agent

..and..

IMPORTER

Dry Goods, Tailor Trimmings, Smallwares.

Specialties

Silks, Satins, Velvets, Felts, Trimmings

for Clothing, Shirt, Mantle, Fur, Cap and Whitewear
Manufacturers always carried in stock.

For Import: Dress Goods, Silks, Linings, Hat Ribbons, Laces, Hosiery, Gloves, Buttons and Smallwares.

Correspondence Solicited.

30 Hospital St., - Montreal.

Toronto: 3 WELLINGTON ST. E.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
"	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.	Hotel Victoria
"	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

WESTERN

Incorporated 1851

ASSURANCE COMPANY.

FIRE AND MARINE

Head Office
Toronto,
Ont.

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

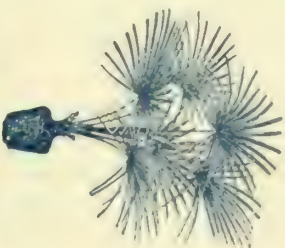
For \$25.00, \$75.00 or \$100.00 we will supply you with a complete assortment of Trees, Plants, Vines and Flowers that can be used in a thousand different ways for window trimming and decorative purposes—or that you can retail with

300% PROFIT.



Fruits.

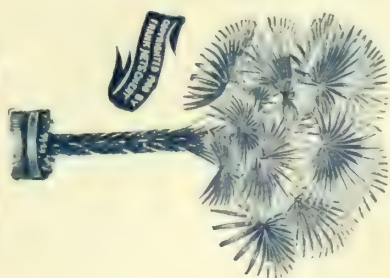
Fruit basket contains: oranges, lemons, luscious apples, pears, straw berry, plums, almonds, coconuts and tarragon, assorted, in a box. They will sell readily over the counter, for luncheon, suitcases, party wheels, etc.



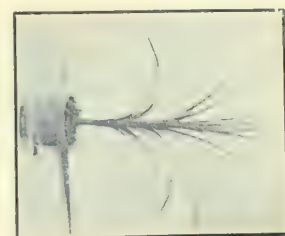
No. 85201. Palm Plant.



No. 85143. American Beauty.



No. 85200. Palm Tree.



No. 85279. Dracena.



No. 85336. Rose Sprays.

Illustrations show a few Plants of \$50.00 assortment---comprises the following:

(CAN BE VARIED TO SUIT PURCHASERS)

S 5204.	One-half dozen Palms, at	\$2.10.	\$1.05	S 5536.	Two dozen Rose Sprays, at	\$1.55	\$3.10
S 5204a.	One-half dozen Palms, at	3.60.	1.80	S 5275d.	One sixth dozen Grape Vines, blue and green, each	.40	.80
S 5201.	One-half dozen Palms, at	7.20.	3.60	S 5280.	Two dozen Holly Vines, at	1.20	2.40
S 5201a.	One-third dozen Palms, each	1.50.	6.00	S 5284.	Two dozen Smilax, at	.65	1.30
S 5209.	One Palm Tree,		6.00	S 5150.	Two Fernish, each	1.25	2.50
S 5227a.	One third dozen Praecnas, at	3.30.	1.10	S 5130a.	One third dozen Begonias, at	6.00	2.00
S 5229.	One-third dozen Praecnas, each	.30.	3.60	S 5199.	Two Logs and Frogs, each	.60	1.20
S 5223a.	One-sixth dozen Umbrella Plant, each	1.20.	2.40	S 5188.	Two dozen Owls and Frogs, at	1.00	2.00
S 5223.	One-sixth dozen Umbrella Plant, each	.50.	1.00	S 5114.	Two Hanging Baskets, each	1.20	2.40
S 5143.	One-sixth dozen American Beauty, each	1.25.	2.50	—	Two dozen Assorted Fruits, at	.60	1.20

MILLINERY—Continued.

vious season, dress shapes having had to take a second place up to this date, and even now the ready-to wear goods have a good grip on popular taste and favor. But we believe that dress shapes and made hats will show up better in October, and further believe that we voice the feelings of the millinery trade when we express the hope that they may.

"In the manufacture of high-class millinery, velvets will be largely employed. Some say that panne effects are in greatest favor. Our experience is that, although panne velvets have been and are likely to be in fair demand, plain silk velvets bid fair to surpass them, and are likely to be in big demand. Taffeta silk and plain ribbons are being much used and growing in favor as the season advances. Black satins and velvet are also high up on the favored list.

"Such goods as we have mentioned go a long way towards making up stylish millinery, but adornments of different kinds are required before such hats as disturb the sleep can be produced. Of these, leading features are large birds, grey gulls, sea pigeons, white doves, pheasant breasts, grebe breasts, gull breasts, bird of paradise plumes, ostrich tips and buckles.

"As we have already said, we believe that it is going to be a big millinery season, and, in these days of sudden decided changes, heavy stocks are not carried, so that a large assorting trade has yet to be done. And that is what we are now looking after, and, with our resident European buyer at the other end of the cable, the trade can depend upon our stock to meet their requirements as the season advances. You ask if we have any information to impart to the cloak world. Well, by the time your valuable paper has been sent out, McKinnon-made jackets will be speaking for themselves, having found distributing centres in almost every city, town and village in the Dominion, and, even now, every mail brings repeat orders, showing that on their merits they have found a fame that is wide and still spreading. We were speaking about jackets, costumes and skirts for next Spring. For some weeks we have been giving much time and study to the selecting of materials and perfecting of styles for Spring, 1901, and you may add that, by October 15, we will be out with a range of McKinnon-made jackets, costumes and skirts, such as it has not previously been our pleasure to show, and feel confident they will merit and win favor with the trade."

THE D. McCALL CO.

There is a heavy demand at present for taffeta silks and satins and in velveteens in all the staple shades. Black velvet and satin ribbon, and velvets with cotton backs are still going well, being used for trimming dresses and for ties. In colors, velvet and satin ribbon is selling best in cardinal, castor, navy, grey and myrtle. The outlook for the sorting season appears to be entirely on plain goods, particularly in velvets, which will, no doubt, run through the season.

The consignments being received twice a week from the European markets show mostly large quill effects, fancy mounts and birds, for feather trimming. The latter are chiefly in black and greys. There is also a good demand for large gulls and gull wings for ready-to-wear hats, which make a very effective trimming. Steel buckles in 4 to 6-inch lengths continue popular. They are obliged to keep up their stock in black tips, demi-plumes and flats on account of the ready sale of these goods.

Ready-to-wear hats are selling better than ever before, polka dot trimming being the most popular. The wide-leaf

effect has been called for principally, though the slight cold weather has brought an increased demand for smaller fedoras, which will sell even better later in the season. Turbans are also being brought forward by the cold weather, mostly in castors and pearl greys, though navies are going well also. The stitched turban is the most popular. A new hat on the market is a patent felt turban, made with reeds sewn around in a circle, so that it can be crushed in the hand but resume its proper shape. It is a very desirable hat for tourists, and will likely soon take a leading place. It is made in shades of brown, and is called the "Flamant."

Plain felting is being greatly used now in making up toques and for small effects, in fine French furs and wools.

AN INSIGHT INTO THE NEW STYLES.

The John D. Ivey Co., Limited, again have every department replete with materials and millinery requisites necessary for the manufacture of Winter millinery. The shapes, though different from those shown at the general opening, are on the lines established for this season. The flat toques still rest on a head band, which gives the height necessary to a becoming hat, while the outward appearance is flat. The picture, or large hats, have decidedly large crown, the brims of which roll a la Gainsborough, or have multiple brims, but, in every case, the brims are bent flat to the hair at the back, giving a very graceful droop.

The majority of the large hats have the brims raised on a crescent band placed nearer the front than in former seasons. Besides making a more becoming hat, it encourages the artist to design pretty underfacings for the brim. Turban and turban toques on the newer shapes are much in vogue. Many of them are shown with a dome crown, or medium low Beefeater crown, and the walking hat with the softly draped brim is very popular. The materials employed in the construction of the fine hats shown by this firm are very dainty and elegant. Ostrich velvet is the newest of velvets. Its lightness in weight, brilliance in finish, and pliability in using account for its immense sale. Next in order are the mirror velvets, panne velvets, panne satins, and the delicate crimped tissue, known as fleur de velour, or plisse velour. In addition to these plain colored goods, there is the endless variety of embroidered velvets, satins, felts, laces, and chenille, which combine so effectively with the plain colored fabrics. One of the most chic combinations is plain velvet of the darkest shade and felt draped for the crown of the lightest shade of the same color. Embroidered felts in castor color, draped with chestnut brown velvet and mink fur, make an elegant creation.

Gold braid thread and spangles are freely used, while sequin and jet are as popular as ever. Furs are much in evidence, chinchilla, mink and sable being the favorites, and, instead of entire crowns of furs (as last season), a band of fur is intertwined with the drapery of velvet for brim trimming. Almost invariably where fur is used, there is the introduction of real lace, either renaissance, Battenburg or Cluny, this latter being the newest revival of the old-fashioned laces. Ribbons, though not used in large quantities, are still a necessity; in many instances they are the only thing to give a smart finish to a pretty hat, and velvet ribbons are simply indispensable, particularly in black.

In "untrimmed felt hats," the satin finished are the most popular. Perhaps the newest effects are felt crown and camel's hair brim. In ready-to-wear hats, "Camel's hair" goods are the vogue, though plain and satin finish are having splendid sales at present.

The Penman Manufacturing Co.
Limited

Manufacturers of

**KNITTED
GOODS**

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.

Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.

To the Trade.

Established 1849.

OCTOBER---

We are more busily engaged filling letter orders and supplying wants of the sorting trade than during any other month of the year. This year we have put forth special effort to have our stock better assorted than ever before. Our registered brands and brands that we control, combined with the latest novelties as they appear in the market, are both attractive and salable.

The keenest buyers are most alive to these facts. We want every merchant interested in Dress Goods, Hosiery, Gloves, Men's Furnishings, Smallwares, Linens, Staples, Carpets, House Furnishings, Woollens and Tailors' Trimmings who can pay one hundred cents on the dollar (less our liberal cash discount), to thoroughly understand that we are after a share of his business. From those who are not doing business with us we would kindly ask a trial order. We are always on the alert securing the best value and giving our customers improved advantages both in buying and

SHIPPING.

JOHN MACDONALD & Co.

Wellington and Front Sts. East,
TORONTO. ❁ ❁



VOL. X.

MONTREAL AND TORONTO, NOVEMBER, 1900.

No. 11.

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS :

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory :
Old St., London.

3 and 2 WOOD STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

BESIDES THEIR POPULARITY

WITH WELL-DRESSED WOMEN

PRIESTLEY'S DRESS GOODS

HAVE WEARING QUALITIES

WHICH ARE UNDOUBTED.

YOUR CUSTOMERS KNOW THIS---

KEEP THEREFORE YOUR STOCK ASSORTED

FOR FALL TRADE.

S. GREENSHIELDS, SON & CO.,

Sole Agents for Canada.

Montreal and Vancouver, B.C.

Lister's { Silks Velvets Sealettes

To be had from . . .

WHOLESALE DRY GOODS
and MILLINERY HOUSES.



"Rooster Brand"

We have
for . .
Assorting

**Smox
Pants, Shirts
Overalls**
ETC.

FOR FALL AND WINTER

Skirts—Everything in heavy Fall and Winter lines.

Plaid Back Skirts—"Rainy-Day" and Regular
Lengths, ready for delivery about Nov. 15th.

Our Travellers are now out with a full range of Spring Samples.

Robert C. Wilkins

198 MCGILL STREET

Manufacturer

MONTREAL

Display Fixtures



No 300

We manufacture
everything in the line
of Window Display
Fixtures, Papier
Mache Forms and
Wax Figures, all the
latest designs. Price
within every mer-
chant's reach.

Write for
Catalogue.

Toronto Brass Mfg. Co.

91 and 93 Richmond St. West.

S. GREENSHIELDS, SON & CO.

MONTREAL AND VANCOUVER.

We are now showing

FULL LINES of Samples

for **SPRING**

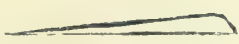
We have the

Finest Assortment and Best Values

In PRINTS we have ever shown.

Our SPECIAL LEADERS

At 61-2c. and 8c.
and **CRUMS' WELL-KNOWN CLOTH**
ARE GREAT BARGAINS.

Full Ranges 

IN

COTTON GOODS, DRESS GOODS,
MEN'S FURNISHINGS, TWEEDS,
SMALLWARES and WOMEN'S WEAR.

Do Not Purchase Your Goods Before Seeing Our Travellers.

HORROCKSES, CREWDSON & CO.

LIMITED
COTTON SPINNERS AND MANUFACTURERS.



WORKS, PRESTON AND FARNWORTH, LANCASHIRE.
WAREHOUSES, PICCADILLY, MANCHESTER.
5 LOVE LANE, LONDON, E.C.
7 MITCHELL LANE, GLASGOW.

Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

Specially Finished for the Sewing Machine

And Suitable for all Parts of the World.

HIGHEST AWARDS AT ALL EXHIBITIONS.

PRIZE MEDALS, LONDON	1851, 1862	GOLD MEDAL, CALCUTTA	1884
GOLD MEDALS, PARIS	1867, 1878	GOLD MEDAL, LIVERPOOL	1886
DIPLOMA OF HONOUR, VIENNA	1873	GOLD MEDAL, EDINBURGH	1886
GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
DIPLOMA OF HONOUR, LONDON	1884	FIRST AWARD, MELBOURNE	1888

GRAND PRIX, PARIS, 1900.

RYLANDS & SONS

LIMITED.

MANCHESTER, ENG.

Cotton
Spinners

Bleachers

Merchants

Dyers

Manufacturers

Finishers



Makers of the Celebrated Dacca Calicoes and Sheetings

WORKS

Heapey,
Longford works,

Gorton,
Swinton,

Wigan,
Crewe,

Chorley,
Bolton.

Capital, \$14,500,000. Employees, 12,000

LIST OF DEPARTMENTS:

Plain Dress Goods, British and Foreign

Fancy Dress Goods, British and Foreign

Silks and Velvets

Velveteens

Irish and Scotch Linens

Table Damasks,

Towels and Tray Linens

Muslins, Curtains and Handkerchiefs

Flannelettes, Hosiery

Flannels and Blankets, Quilts

Smallwares, Haberdashery and Trimmings.

Bleached Calicoes, Sheetings

Oxfords, Harvards, Galateas

Dyed Linings

Floor Oilcloths

Laces

Prints and Cretonnes

Shirts, Underclothing

Ladies' Blouses

Boys' Blouses and Sailor Suits

Umbrellas, Gloves

THE LIGHT — OF — EIGHT OIL LAMPS

— FOR THE —
COST OF TWO.

100 CANDLE POWER

FOR

50 cents a month with
gasoline at 40 cents a
gallon.

Satisfaction guaranteed or money
refunded.



THE AUER GASOLINE LAMP

**CHEAPER
BRIGHTER } THAN { ANY
OTHER LIGHT**

Write for Catalogue

AUER LIGHT CO.

1682 Notre Dame, - - - MONTREAL

E. SIMPSON & CO., MOOSE JAW, Agents for the Territories.

Perrin's Gloves

are the best.



QUALITY GUARANTEED.

"Grand Prix"

AT THE PARIS EXPOSITION OF 1900.

Our Travellers are now on the road with our Samples
for the Spring trade. Do not place your orders before you
have an opportunity of seeing what we show.

Perrin Freres & Cie., 5 Victoria Square, **Montreal**



Giving Value to Your Stocks.

It may count as an item on paper, but that's about all
the worth there is in stock that is faded, off color, or out
of fashion. It means no money to you.

But it is our place to transform such goods into good
salable stock.

We come to the rescue of the merchant who is
burdened with unsalable dress goods, tweeds, braids, hosiery, ribbons, silks, etc. Let him
send these goods here and we will dye them some fashionable or staple color—sending them
back to him with all the appearance of new goods and just as salable.

We are saving thousands of dollars for the dry goods men of Canada.

R. Parker & Co.

Dyers and Finishers

Head Office and Works—787-791 Yonge St.
Montreal Branch—1958 Notre Dame St.

Toronto, Can.

..THE WORLD RENOWNED..

"Oxford"FLANNELETTE
UNDERCLOTHING.

Write for Samples and Price List.



TRADE MARK



MANUFACTURERS

W. F. LUCAS & CO.

129a LONDON WALL,

LONDON, ENGLAND.

"PLANTAGENET" FRILLINGS

Highest Award, Paris, 1889.

For Ladies' Underwear of all kinds, Pillow Slips and all Bed Appointments, Blouses, Children's Hoods, Robes, Full Dress and Bassinette Trimmings.



This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE "PLANTAGENET" GOODS** are sold ready for sewing on, avoiding venetous and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

A very large range of Designs and Prices. To be obtained from all leading firms.

DRESS GOODS DEPT.

Spring
1901



Spring
1901

The . . .

GAULT BROTHERS Co.,

LIMITED

MONTREAL

Now control the celebrated English "**Tiger Brand**" of Black Dress goods for Canada, comprising all the latest novelties in Fancy and Staple Lines.

Fancy Dress Goods. A large variety from 10c. up.

The new "**Embroidered French Flannels**" for waists and costumes.

Prints, Sateens, Printed Dress, Art Muslins, Cretonnes. Full range of Canadian lines; also one of the choicest collections of British and Foreign goods.

Linen Dept.—Some special qualities in Damask Napkins and Bleached Tablings. Nice assortment of Fancy Doylies, Cloths, etc. All values in Towelings

Silks—Full assortment of Black and Colored Silks and Satins.

Special drives in Black Taffeta and Black Peau de Soie.

Sole Agents in Canada for Fownes' Gloves.



1840

ESTABLISHED

1840



WHOLESALE

DRY GOODS.

General
Staple
and
Fancy

Canadian
American
and
European

DRY GOODS

WHOLESALE



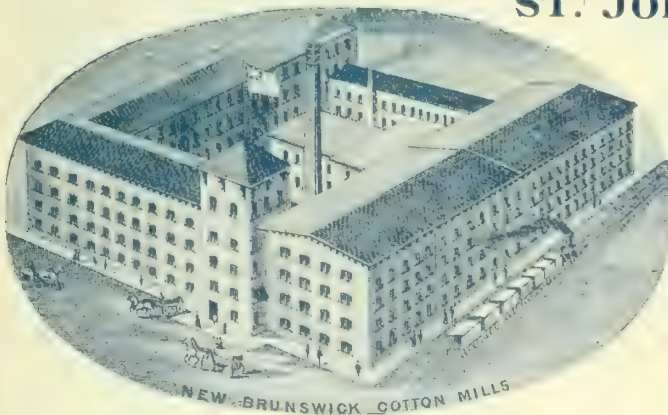
Sample Rooms :
Temple Building,
MONTREAL.

P. GARNEAU, FILS & CIE.
QUEBEC.

Sample Rooms :
Sandford Block,
WINNIPEG.

WM. PARKS & SON, Limited

ST. JOHN, N.B.



Cotton Spinners,
Bleachers, Dyers
Manufacturers

Flannelettes,
Saxonys, Yarns,
Beam Warps.

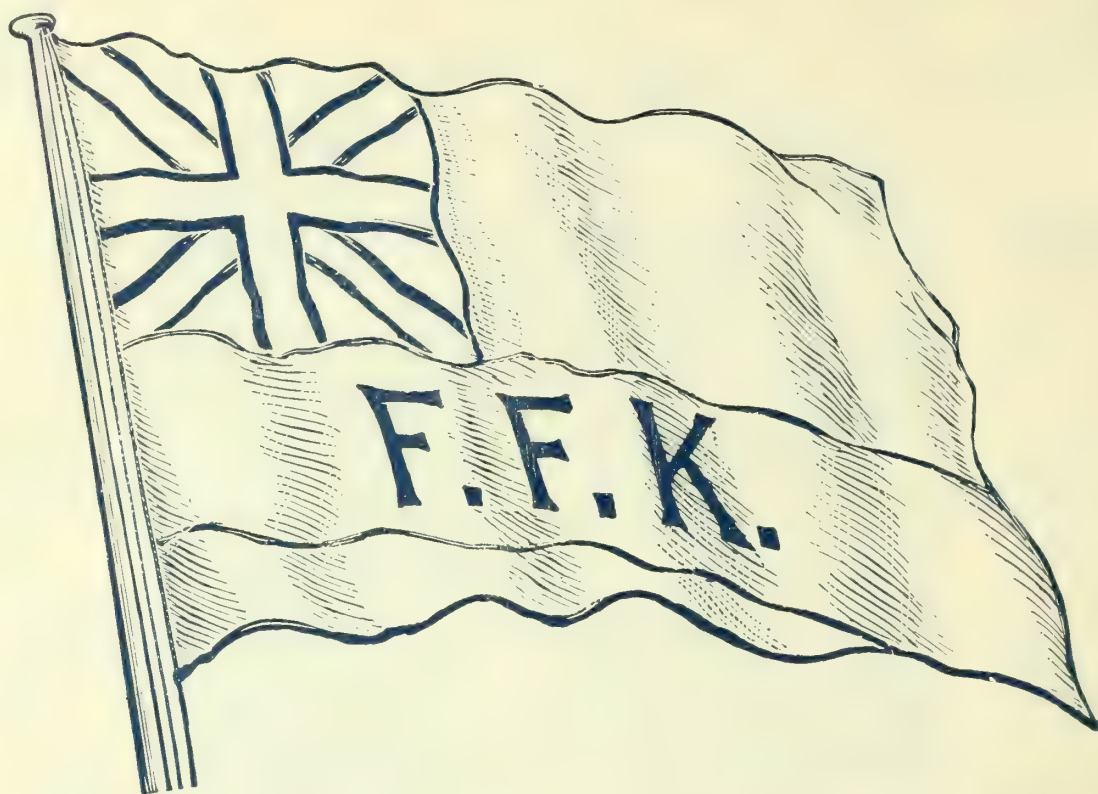
Agents . . .

J. SPROUL SMITH, 71 Front Street West, Toronto.

DAVID KAY, Fraser Building, Montreal.

JOHN HALLAM, 83 Front Street East, Toronto, Agent for Beam
Warps for Ontario.

The Only "WATER TWIST" Yarn Made in Canada.



This Month We Job

*Ladies' Flannelette Wrappers
and Blouses*

PRICES: \$9.00, \$12.00, \$12.50, \$13.50, \$15.00,
\$18.00, \$21.00. All worth 25 per cent. more.

Gents' English Linen Collars

Men's Mufflers

Men's Wool Gloves

Men's Lined Gloves

Waterproof Coats

Men's Ties, including full range of plain Whites and
Blacks in Silks and Satins.

Have you ever seen our

Banner Blouses for Spring?

If not, do so, in your own interest.

F. F. KELLY

196 McGill St.

MONTREAL.



The Lace Warehouse of Canada



SEQUIN ROBE, No. 200.

WE ARE SHOWING a very choice lot of **Novelties** for the Holiday trade, in **Sequin Robes, Silk and Embroidered Trimmings, Tinsel Allovers, and Insertions,** and a large range of **Tamaline, Colored Peau de Soie, Taffeta, Japanese, and Blouse Silks.**

Sequin Robes . .

We are offering at prices much below figures usually paid for these exquisite **Evening Costumes.** We show them in **Black and Silver.**

Our **STOCK** in every department is fully assorted.

"Spring, 1901"

We are now showing for Spring, 1901, our full line of **Blouses, Wrappers, Bolero and Zouave Jackets, Parasols, Cotton and Silk Underwear, Silk and Lisle Hose, Silk, Lisle and Taffeta Gloves,** and an extensive range of **Ladies' Silk Ties and Bows, and Silk Pulley Belts,** specially made for use with our **Blouses.**

"Letter Orders Carefully Executed."

Kyle, Cheesbrough & Co.

16 St. Helen Street

MONTREAL.

The W.R. Brock Company, (Limited)

Toronto, November, 1900.

N

IS THE TIME *to pick up bargains for present use.*

SPECIAL OFFERINGS

before stock-taking (Dec. 1st) in FRENCH CANVASES, TOWELLINGS, FANCY LINENS, (for Xmas trade), FLANNELLETES, WRAPPERETTES, FANCY BLOUSE SILKS, FANCY DRESS GOODS, TWEED COSTUME CLOTHS, MEN'S NECKWEAR, FLEECE UNDERWEAR, OVERALLS, FLANNELETTE AND WORKING SHIRTS, BROKEN RANGES OF HOSIERY AND UNDERWEAR, TAPESTRY CARPETS.

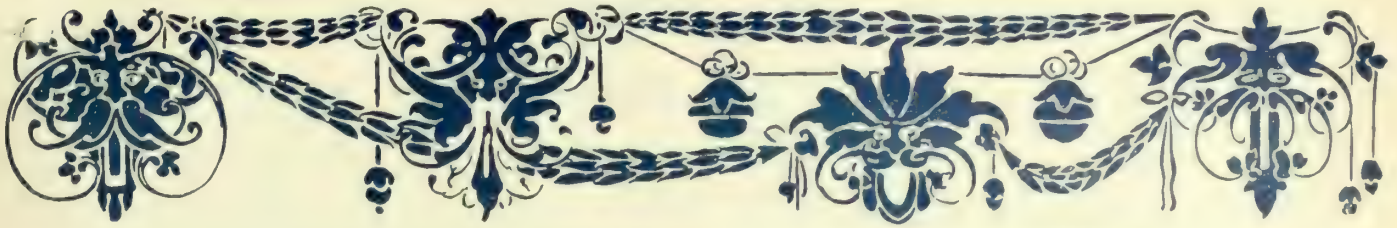
O

IS THE TIME *to place orders for SPRING PRINTS to secure prompt delivery, the latest novelties, and the advantages gained by our extra early contracts. . . .*

W

IS THE TIME *to use our LETTER ORDER DEPARTMENT to obtain quick shipment of goods wanted in a hurry and samples of lines mentioned above. . . .*

The Dry Goods Review.



VOL. X.

MONTREAL AND TORONTO, NOVEMBER, 1900.

No. 11.

TRADE IN MANITOBA AND THE NORTHWEST.

General Report on the State of Trade and Returns From Crops in the West—
Our Special Correspondent's Personal Investigations.

WINNIPEG, October 20, 1900.

YOUR correspondent left Winnipeg on Wednesday, October 10, and returned Friday, October 19. The fine weather began with Sunday, October 7, and three days of crisp wind and bright sunshine had dried the grain, and stook threshing and stacking were going rapidly forward all over the country between Winnipeg and Brandon. Men getting on the train at the different stations showed samples of grain surprisingly good, considering the long wet spell through which it had passed.

STATE OF THE CROPS.

At Brandon, Wednesday afternoon was devoted to a visit to the Experimental Farm and surroundings. Mr. S. A. Bedford, the superintendent, who keeps in close touch with the farming of the entire district, reported that all crops were yielding more per acre and the sample was better than expected. In some few instances the farmers had made the mistake of attempting stacking where the grain was not thoroughly dry and in such cases the loss would be heavy. The majority, however, had waited patiently for the fine weather, and found that, though the outside of stooks was much discolored, the inside was in very good condition and had really been wonderfully preserved. This was amply verified by what your correspondent saw at threshing machines in operation on the farm where stook threshing was then in progress.

Thursday morning was spent in the city of Brandon, calling on the trade. Brandon received a full descriptive write-up in the pages of this journal some two years ago, and since that time there have not been many changes in the personnel of the business community. Only one new firm name was noted, that of Hunt & Nash—Mr. Hunt having formerly been in business alone.

REPRESENTATIVE MERCHANTS SPEAK.

Wilson & Rankin are doing business at the old stand, but increased facilities for handling the stock have been introduced. The Fall millinery opening was in full swing, and the handsome showrooms presented a charming appearance. By the

way, this house are finding the fur-trimmed hats especially popular.

Asked as to business, Mr. Rankin said that business up to September 1 had been the best in the history of the firm. The wet weather after that had the effect of reducing it considerably, and trade, at the moment, was quiet, owing to the fact that farmers were threshing, but everything pointed to a fairly prosperous Fall trade, which, however, was delayed about four weeks. That is, the trade we usually do in October will be done in November this year. Collections will be slow, and no doubt there will be cases where accounts will have to be carried over, but the general tone of business is healthy, and though this is not a banner year for Manitoba, it is by no means a disastrous one.

Mr. Shewan, of Nation & Shewan, practically made the same statement, except that, in the case of this firm, their business is practically a cash one, and they are even more hopeful for the Fall trade.

Mr. Ross, of Fraser & Co., endorsed the sentiments of his neighbors, and in addition said that the scare as to a short crop coming early in the season the stocks of clothing and furs were not so heavy as usual.

Smith & Burton and T. A. Murray, representative grocery houses, gave testimony to the same effect, excepting that, owing to the class of goods carried, they had not felt the depression during September to the same extent.

Brandon has the neatest, most convenient and up-to-date lunch-room in the west. The building was erected for and owned by Bertrand & Co.

The Brandon creamery has had a most successful season. Up to October 10 they had manufactured and sold 126,000 lb. It is the intention to run all Winter with the exception of January, when they will shut down in order to overhaul their building and double the capacity.

HARDWARE.

Brown & Mitchell and Johnson & Co., general dealers in shelf and heavy hardware and stoves, reported business quiet. There had not been the amount of building in either city or

TRADE IN MANITOBA—Continued.

country that had been anticipated in the earlier portion of the season. Still, on the whole, the outlook for Fall trade was fair.

In passing, it might be noted that among the new buildings of note erected in Brandon this season is the new Baptist College now approaching completion. It occupies a fine site on the western outskirts of the city, and, in order to give the required campus, the city council have closed two streets for two blocks. A further concession is the extending of sewer connection at the expense of the city to meet the requirements of the college. The college is a fine brick and stone structure, three storeys high, standing in the centre of a 15-acre campus. From its upper windows the city, the Government Asylum, the Indian Industrial School, the Dominion Experimental Farm, and miles and miles of open rolling prairie can be seen. It is an ideal situation for a college and makes a handsome addition to Brandon's fine public buildings.

INDIAN HEAD.

Between Brandon and Indian Head, a distance of 178 miles, 35 threshing gangs were counted at work and scores of teams and men engaged in stacking. As the nights at this time were beautifully moonlight most of the gangs of threshers worked all night.

Reached Indian Head at 9 30 p.m. and went out to the Government Experimental Farm which is a fine block of 700 acres of arable land, half a mile from the town of Indian Head. The morning of October 12 was spent on this farm. It is perhaps the finest illustration in the West of what can be done with open prairie country. Eleven years ago the first sod was turned on the prairie which was without so much as a scrub bush. Now there are 10 miles of avenues of trees and hedges on the farm, many of the trees large enough to arch over a wide roadway. The Experimental Farm is a good index of the state of the crops in this district, and Mr. McKay, like Mr. Bedford, is thoroughly posted on the state of the grain crops for the whole district. The extreme dryness of the early part of the season necessitated the resowing of a large proportion of the oats and barley, and in some instances these crops did not mature before the first frost caught them. On the other hand, the bulk of the second sowing showed an excellent quality and a good yield. Only a little over a third of the threshing had been done up to this date, but threshers were then busy in all directions. From the cupola of the barn on the Experimental Farm the country for a radius of over 20 miles could be overlooked, and in all directions the smoke of threshers showed in the clear air. The yield of wheat was nearly double what had been looked for and the sample very fair as to both size and color. The small amount of damage done by rain was very surprising. It should be remembered, however, that the rainfall in Assiniboia was by no means as heavy as it had been in Manitoba.

INDIAN HEAD MERCHANTS SPEAK.

The town of Indian Head is pleasantly situated in the centre of an excellent farming district, and contains a number of substantial brick buildings and is growing steadily. A handsome six-roomed school is approaching completion, and a number of other buildings have been erected this year.

Brooks & Co. have one of the largest departmental stores, and carry full lines of general dry goods, clothing, boots and shoes, millinery, housefurnishings, groceries, crockery, etc. Mr. Brooks, the head of the firm, has been in business in the West for many years, and understands the situation thoroughly.

He reported business fair and prospects encouraging for good Fall trade. As elsewhere, trade had been delayed, owing to unfavorable weather. All reports from customers, however, indicated larger yield and better sample than expected. Collections had been slow, and he did not look for much improvement until about November 1.

Mr. McKay, the head of the firm of McKay & Brooks, hardware, stoves and sewing machines, reported business in their line quiet, but expected an improvement as soon as the wheat was on the market. He had been through the country considerably, and felt sure there would be rather more than two-thirds of an average crop. The country was all right.

One or two other houses were called on, but the proprietors were in some instances attending sittings of court, and in others taking advantage of the quiet time in business, occasioned by the threshing, to secure a few days' shooting.

REGINA.

Regina, the capital of the Northwest Territories, is a progressive little town, as far as business is concerned, but a more unprepossessing situation it would be difficult to imagine. The site chosen is a bed of something closely resembling gumbo, and report hath it that, when it rains, the mud is worse than the justly-celebrated Winnipeg article. Your correspondent felt truly thankful that it had been fine and dry for a week prior to this visit.

Regina has some fine business houses, and readers of this journal will remember last year a cut of the Glasgow House, Regina, appearing. This departmental store is owned by R. H. Williams & Sons. The house is one of the oldest in Regina and carry a full stock of dry goods, clothing, boots and shoes, housefurnishings and groceries, all admirably arranged and displayed.

The firm report the country all right. Business was delayed, of course, but even in September trade had been very fair, and they considered the outlook for Fall trade good. Collections had been very slow, but were improving slowly. The farmers were many of them in better shape than formerly to stand a poor crop, and all threshing returns showed the crop much better than expected.

LEADING MEN INTERVIEWED.

E. McArthur & Co. claim to have 5,000 feet of floor space, and their premises are well filled with dry goods, clothing, housefurnishings, boots and shoes, groceries and flour and feed. In the last-named department considerable jobbing is done. The dry goods department is presided over by Mr. Steene, who was at one time in business in Winnipeg, and the grocery and feed by Mr. J. Kenzie. This house report a satisfactory business and are evidently laying out for a large Fall trade.

John Dobbin is another large general or departmental store carrying a fine stock. This house has been in business in the West for years and their report that the country is all right, although trade for the nonce is quiet, carries much weight.

The Regina Trading Co., Mr. Young manager, make the proud boast that they are the only absolutely complete departmental store west of Winnipeg. This house carry general dry goods, clothing, boots and shoes, furs, millinery, carpets and housefurnishings generally, groceries, crockery, hardware, and a complete drug store. This is one of the newer business houses in Regina, and have found it necessary to double their floor space in the last 12 months. The manager reports the September turnover as 40 per cent. better than that of last year.

Hugh Armour is a house devoted entirely to groceries, of

NOVEMBER WILL BE A BUSY MONTH.

We will clear out many lines of Fancy Black Goods, Colored Dress Goods, Costume Tweeds, Costume Cloths, Silks, etc.

This means that you can buy from us during November these lines at **reduced prices.**

UNDERWEAR.

Our stock of Men's, Women's and Children's Underwear, Hosiery and Fancy Woolens is too heavy. The warm weather has delayed sales. **We will clear them out before stock-taking.**

Snap in Ribbed Shirts and Drawers to retail at 75c., 90c. and \$1.25 per suit.

Snap in Scotch (Heavy and Fine) Shirts and Drawers to retail at \$1.00, \$1.50 and \$2.00 per suit.

Snap in Fleece (Cotton and Wool) Shirts and Drawers to retail at \$1.00, 1.25, 1.50 and 2.00 per suit.

Snap in Top Shirts to retail from 25c. to \$1.00 each, in all makes.

Snap in Ladies' and Misses' Vests and Drawers, all prices.

Our Two Hosiery Leaders, Our Own Manufacture.

Black Worsted Hose, 4 to 10-inch, No. 45, to retail from 12½ to 40c. per pair.

Black Worsted Half-Hose, No. 261, to retail at 25c. per pair.

FANCY WOOLENS.

Ringwood Gloves, our specialty. We now have a complete range in Misses' and Women's Black, White and Fancy Heavy English make; also Boys' and Men's domestic and imported.

Misses' and Women's Mitts in Cardinal, White and Black, \$1.25 to \$3.00 dozen.

Infantees, Bootees, Gaiters, Tams, Tuques, Sashes, Caps, Hoods, Clouds, Polkas, Fascinators, Infants' Coats, Knitted Shawls.

ENGLISH FUR RUFFS.

Imitation Sable, Bear, Mink and Chinchilla and Real Thibet, at all prices.

BROPHY, CAINS & CO.

23 St. Helen Street,

MONTREAL.

TRADE IN MANITOBA—Continued.

which a most complete and choice stock is carried. The manager reported business to date fair and the prospect good for Fall trade.

HARDWARE.

Smith & Ferguson are wholesale and retail hardware merchants and dealers in agricultural implements. This firm act as agents for the McCormick Harvester Co., and Mr. Smith, senior partner, spends much of his time traveling through the country. Your correspondent was fortunate enough to find Mr. Smith in town. He reported the general outlook for trade very good. He had visited many of the threshings, and in every case had found the yield larger and the quality better than anticipated. Although generally considered an off year for implements, the sale of reapers had exceeded that of last year.

In regard to the general hardware business, it had been good, though not so large as the early opening of the season had led them to hope. Still, trade had been very satisfactory, and they found yearly an increasing sale of furnaces, particularly to farmers.

After calling upon the trade generally, a visit was paid to the Government Buildings, and your correspondent had a pleasant chat with Mr. Peterson, Deputy Minister of Agriculture. Mr. Peterson is extensively interested in farming operations, and expressed the utmost confidence in the country. His land lies within the irrigation belt of the Alberta District, and should dry seasons succeed this present wet one he will be in a position to defy them. From the Government Buildings we drove to the barracks of the N.W.M.P., and back to the Dominion Government creamery, where Mr. Ferguson showed his cold storage filled with thousands of pounds of choice butter in neat boxes, each box enclosed in a jute sack. The temperature of this room is not allowed to go over 34 degrees.

The system of Government-managed creameries has been of immense benefit to the Northwest Territories, and the cash paid for cream makes the farmers who send to the creamery sure of a steady income no matter what may be the state of the crops.

Your correspondent has to acknowledge much kindly courtesy on the part of Mr. J. W. Mitchell, Government Superintendent of Creameries for the District of Assiniboia, who spent the entire day in the capacity of cicerone.

(To be Continued.)

CHANGE IN AN ALMONTE FIRM.

The stock of the firm of Paterson & Thom, general merchants, Almonte, who lately dissolved partnership, has been purchased by Mr. Edward Duffy, who has taken possession. Mr. Thom will continue to assist Mr. Duffy for a time, while, Mr. Paterson, it is understood, intends going to the Southern States.

THE AUER GASOLINE LAMP.

The general use of incandescent gas and electric lighting has been brought about by the constant demand for increased and cheaper illumination, and consequently the inconvenient and in places of any size the dangerous oil lamp has been driven out of use. The smaller towns and country places, however, still continue to use this old system from force of circumstance. But The Auer Incandescent Light Manufacturing Co., Limited, Montreal, have lately placed a gasoline lamp on the market which, by reason of its strong light, extreme convenience and fine appearance, bids fair to

make lighting even more brilliant and economical for out-of-town places than it is in the cities.

The Auer Gasoline Lamp is a nobby affair that gives 100 candle-power for each burner at half the cost of oil, acetylene or incandescent electric light. It is claimed to be the only lamp giving 100 candle-power for 50c. per month, used three hours a day, and this reckoned on a high cost of gasoline.

The strength of the light may be better imagined when it is remembered that the ordinary incandescent electric light is 16 candle-power, and the usual oil lamp is even less. It is convenient because it is the only lamp that does not have to be taken down to fill, the reservoir being removable. It is also self-cleaning.

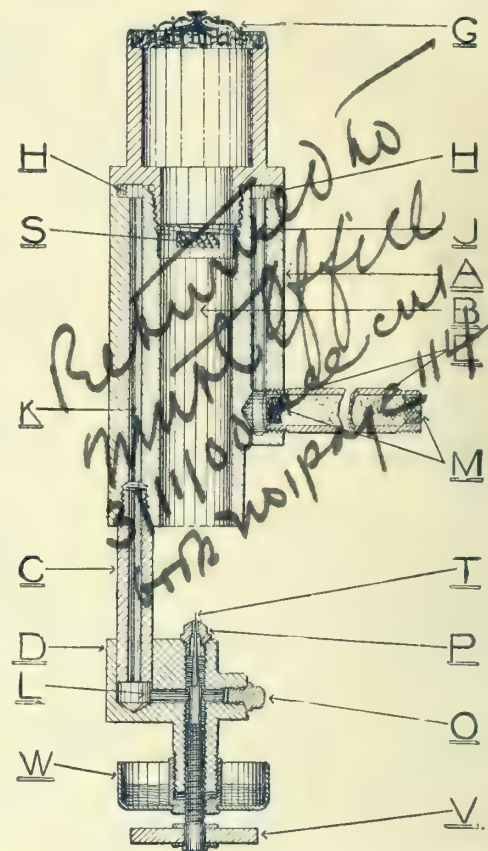
The idea of a lamp burning gasoline is liable to frighten some people,

but the absence of any attendant danger is proven by the approval it has secured of The Canadian Fire Underwriters' Association. The best of material and workmanship are employed, and the makers will give satisfaction or refund the money. It is made in four styles, one to set on the table (\$7.50), one a bracket lamp (\$7), one to hang from the ceiling (\$8), and another with a double burner (\$11).

The accompanying illustration shows the mechanism of the generator and the progress of the gasoline from the reservoir to the burner tip. After leaving the stop valve on the fixture arm, the gasoline passes into tube E., packed with sand to act as a filter, held in position by gauge cups M, then into casting A, through channel J, into vaporizing chamber H, where the gasoline is vaporized by heat supplied from subflame burning at S, a feature of the lamp. The gas or vapor now leaves chamber H and passes through channel K to channel L, where it passes through needle hole in nipple P into tube B. Here it is mixed with air to secure a blue heating flame at gauge G. The size of the flame can be regulated by the needle valve.

Altogether it is a complete and ingenious arrangement that ought to come into use both in the home and place of business, particularly where a lamp must be used.

James Coristine & Co., Limited, Montreal, are hustling for business and are getting it. Fifteen travelers, covering the road from Harbor Grace to Victoria, are sending in substantial orders.



Mechanism of the Auer Gasoline Lamp.

PREPARATIONS FOR CHRISTMAS TRADE.

As it is now but a few weeks till Christmas the wise retailer will soon lay his plans to secure a share of the increase in business general at this season. To do this the store should be made in every way as attractive as possible. The merchant who has not yet installed a modern showcase is at such a disadvantage in this endeavor that it is not surprising that John Phillips & Co., Limited, Detroit, Mich., have found such an excellent demand for their "Silent Salesman" in Canada. This showcase has been secured by many dry goods houses in Canada, the most recent buyers being Playfair, Preston & Co., Midland, Ont.; R. S. Ford, Petrolea, Ont.; J. F. Hardison, Sydney, C.B., and L. A. Bayley, Sherbrooke, Que. Merchants using an up to-date showcase like this should never allow it to lose its value by filling it with a poor display of ordinary goods, but should make it an attractive feature in the store by arranging in it goods which, because of their beauty or reasonableness, are sought for by shoppers. By thus properly making use of it, a showcase can be made to draw customers and to sell goods. And the Christmas season is the time to make the best use of such attractions.

THEIR REPUTATION THEIR GUARANTEE.

Frankenthal Bros., manufacturers of muslin underwear and "Geisha" waists, New York, make their guarantee of quality the reputation that they have made for themselves in their 34 years' experience as manufacturers by making reliable garments, of excellent make, attractive style and perfect fit. The fact that their goods have in the past been of the class that sells well and satisfies buyers has given them such a firm hold on the trade that their reputation makes it a comparatively

easy matter for them to make sales. The demand for their "Geisha" waists continues so great that the firm are constantly adding to their force of workers and gladly employ all the skilled operators they can secure. This firm are offering special advantages in muslin underwear just now, as they bought their raw materials before the recent advances.

EXQUISITE ALL-OVERS.

For December 1 delivery, Brophy, Cains & Co. are showing some exquisite all-over embroideries, in the new open work Schiffli make, so much favored now. These are put up in 9 and 4½ yard lengths, to retail at from 60c. to \$4 per yard and are exceedingly choice.

The recent heavy advance in Chinese straw plaits caught many dealers napping. James Coristine & Co., Limited, Montreal, report having placed heavy advance orders some months ago, and guarantee deliveries at regular prices, regardless of the advance.

The H. B. Claflin Co., of New York, have exceptional facilities for the manufacture of pillow cases and bed sheets, which they are placing on the market under the "Defender" brand. Several recent enlargements of the manufacturing plant testify to the popularity of these goods. Every advantage that the most modern equipment and sanitary arrangements give, as well as the benefit of the lowest prices for the raw material, combine to insure the purchaser of these goods that both quality and price are all that can be desired. A full line of muslin underwear is also included in the "Defender" productions.

We can supply SORTING WANTS

IN . . .

*Shirts and Drawers, Hosiery, Gloves,
Ladies' and Children's Underwear
and Dress Goods.*

SPRING LINES. . . .

Stock Specially Re-enforced to
meet this month's demands.

Samples of following in travellers' hands—see them:

*Prints, Gingham, Blouses, Hosiery,
Balbriggan Underwear, Gents' Shirts,* ALL
KINDS,
Canadian Staples.

We are strong in all these lines. Our values and styles surpass those of any former season.

Knox, Morgan & Co.

Wholesale Dry Goods,

=

=

HAMILTON, ONT.

Montreal Wholesale Trade.

S. GREENSHIELDS, SON & CO.

THE cotton department of S. Greenshields, Son & Co. is giving some startling bargains, considering the advancing market. The Spring samples of the goods carried by the A1 department, such as printed and plain flannelettes, dress and apron gingham, shirtings and fancy cotton dress goods are now on the road, and orders are now pouring in from the hosts of travelers. It is safe to say that a more handsome range of goods was never shown by the house than it is showing for next Spring. A particularly pretty feature is the bordered apron gingham.

Spring prints are also being shown on the road, and the success the travelers are meeting with is proof of their being able to stand the competition in this line. Besides the usual lines of Canadian prints, a nice assortment is shown in Crums' prints. Large patterns and large stripes bid fair to be popular. A big range of American muslins are being shown. The new blue, a little darker than the Kitchener blue, continues to be the best selling color this season. Some new light shades of linings are on the market; mercerized sateen is selling well again for skirts, while linnette and percaline are good stock.

In the fancy goods departments, some novelties are being shown. Prominent among these are new metal frames for making silk bags; they suffice also for small purse tops. One of the latest hits is ribbon tips made of metal in gold color used on the ends of velvet ribbons for both neck and dress. A large line is coming in. Gold brands are in great demand and bid fair to be very popular; tinsel webbing in variegated tints and gold for belts and collars will be the correct thing for Spring. This firm expect to show a large line of patent leather belts, trimmed with gold and tinsel. Patent leather with white and gold stitching is another new idea. These can be had with plain buckles, black or steel. Another feature of the department is chatelaine bags made of seal, alligator, and imitation seal. Ebony goods are in large stock and there is a handsome assortment of cushiontops in tinted, Turkish design and tapestry. They have a large line of gilt buttons and, as gilt is the rage, they ought to sell.

The ladies' department is replete with holiday specialties. There is a large variety of handkerchiefs still selling well for the Christmas trade in Irish and Swiss embroidery and in Japanese goods. The new "Excelda" handkerchief is a specialty. The "Excelda" is a new fabric which retains the lustre after washing. It is stronger than ordinary goods and is claimed to be more serviceable than silk. The most popular parasol handles are of gun metal and horns. A full range of imitation cluny laces is being carried. The English manufacturers have succeeded in making this imitation cluny in beautiful patterns which compare well with the real French cluny laces both in style and shade.

In gloves, tans, beavers, browns and greys will probably be popular for Spring, while white will reign supreme for opera wear. Suedes will be popular for Spring wear. The dome fasteners stand without a peer.

In the house-furnishing department they are showing some special lines in cretonnes, both single and double widths. Their stock of carpets, curtains, oilcloths, blankets, etc. is well assorted, and all orders for these goods can be executed

on the shortest notice. In blankets especially they are offering some very special values. For Spring 1901 they are showing a full and complete range of carpets and curtains in latest patterns and styles.

KYLE, CHEESBROUGH & CO.

Kyle, Cheesbrough & Co. have had such satisfactory results from their newly-inaugurated ready-made department that they are encouraged to give this branch of their business special attention and they are bringing out, and, in fact, now showing, a larger and more attractive lot of costumes, bolero jackets and blouses than ever before. The indications throughout the trade are that ready-to-wear garments will grow in general favor.

This firm are showing as new additions to their silk department a full line of colors in peau de soie, tamaline, Japanese silks. These are new lines and, added to this firm's already heavily-stocked silk department, make up a display of silks such as cannot fail to interest every drygoodsman.

One of the unlooked for demands that often spring up for some special line has arisen, and at present "Draw Ribbon" lace insertions or beadings, and Battenburg lace braids are scarce articles in the trade. Kyle, Cheesbrough & Co. have a good shipment on the sea and should have them in stock very shortly. Tinsel or gold effects are the latest rage in trimmings, gimps or braids. Kyle, Cheesbrough & Co. report they have coming forward a shipment including a lot of the most attractive lace and tinsel mixtures in trimmings, insertions and all-overs that could be secured in Europe. These will be specially desirable for use in trimming and making up evening and party gowns. Ribbon and beaded pulley belts are among the latest novelties attracting attention in the London and Paris zones of fashion. These are being produced in new and very artistic designs and combinations of colors. A good line of them will be in this firm's stock in time for the holiday trade. For the holiday trade they are also providing an unusually tempting lot of novelties in the line of fancy bags, handkerchief sachets, etc.

One of the most popular and expensive garments for evening wear is the sequin robe. When made up the effect of the sequin worked upon the net is the production of perhaps the richest and most genteel evening gown obtainable. The immense popularity of this article in London and Paris on all dress occasions is readily understood when the article is seen. The sequin net and costume are now being produced at prices well within the reach of lovers of rich and stylish dress, and Kyle, Cheesbrough & Co. are now offering them in black and silver and in a fine variety of patterns.

F. F. KELLY.

Although he has decided to discontinue the regular furnishing business, Mr. Kelly has added numbers in this line, and will show full ranges for the Spring. He is constantly on the qui vive for specialties, such as manufacturers' clearing lots, wholesale bankrupt stocks and goods sold in transit for charges, and can always offer inducements to live buyers. His range of Plauen laces is immense.

With Mr. Kelly the blouse is a leader, not a side line; he realizes that no house can make a success of the blouse business running it as a side line; it requires too much attention. His line of blouses is very complete, and buyers who order from him may feel certain that they will get satisfaction in style, fit and delivery.

The Matter of Skirt Binding

(while an inexpensive article in itself) is by no means a trifling one, for, if you please your customers in this article, they return and bring their friends, who in turn bring their friends, and so commences the "endless chain" of constantly increasing sales.

But, in order to do this, you should carry the best lines. There is but one BEST in anything, and in Skirt Bindings it is the celebrated

S·H· & M·

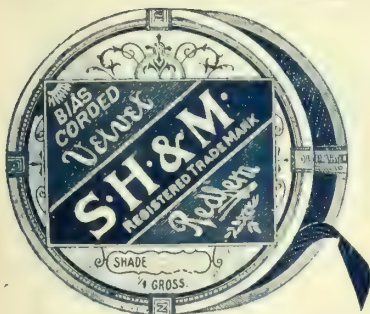
which are made from Velveteen manufactured especially for skirt bindings by a firm who are experts in the business and who manufacture nothing else.

There are more women to-day buying the S. H. & M. Bindings than there were yesterday; there will be more to-morrow than to-day, and the next day there will be yet more. The demand is constantly increasing, and to keep up with the times you should handle these lines.

MOREOVER, THEY PAY YOU A HANDSOME PROFIT.

Write for Sample and Shade Cards, and Price List.

WE CARRY THE FOLLOWING LINES IN STOCK AT OUR
TORONTO WAREHOUSE:



**S.H. & M. REDFERN Bias Corded
Velvet, 1 3/4 -in. wide.**

**S.H. & M. BELLE Plain Velveteen
1 3/4 -in. wide.**



The STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen Skirt Bindings.

24 Front St. West, Toronto, Ont.

Manchester, England.



FIELDING & JOHNSON'S Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



MONTREAL.

DEPARTMENTS

Dress Goods

Linens . . .

Smallwares

Silks ^{AND} Velvets

Linings and
Muslins

Foster's

KID GLOVES

Best made
in France.



Trefousse Gloves

Best sold
in Canada.

*Rouillon
Gloves*



Careful attention given to Letter Orders.

TORONTO:
25 COLBORNE STREET.

OTTAWA:
Carleton Chambers,
SPARKS STREET.

WINNIPEG:
McINTYRE BLOCK.

ST. JOHN, N.B.:
2 CHURCH STREET.

❁ WINDOW AND STORE DECORATING. ❁

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

WINDOW DRESSING IN CHICAGO.

THAT window dressing has become the recognized secret of successful merchandising is evidenced by the fact that merchants all over the country are leaving no stones unturned to make their window trims attractive and paying. Especially is this so in the great American centres, such as New York, Chicago and other large business places.

Having just returned from a trip to Chicago in the interests of window dressing, I thought possibly readers of these columns, interested in the art, might find the following instructive and profitable as well as interesting to them.

I will endeavor to give our readers an idea of what an advance has been made and of what great value window dressing is considered in some of the large establishments I visited in New York and Chicago. My first idea, when I started out Monday morning, was to search out the head trimmers in the largest establishments, introduce myself, explain my mission, and throw myself on their generosity, and have them explain the different systems, etc., to me.

The first place I visited was the largest firm on State street. On inquiring from the floor-walker on main floor where I would be likely to find the head window-trimmer, I was told that it would be impossible to interview him as he was a busy man and did not hold interviews with anyone during business hours, except those relating to business. I told him that I was on business, and that it was necessary that I should see the head trimmer. The floor-manager then said I would have to see the superintendent of the store first. I went to the superintendent's office and asked him if I might see Mr. So-and-So, the chief window-trimmer. The superintendent very kindly called a cash girl and told her to take my card up and ask him if he desired to see me. I waited a while, and, on the cash girl's return, was told that Mr.—— would see me on floor 10. I had, first of all, to get a pass from the superintendent, as all business in connection with the getting up of these window trims was private, and no persons but those engaged in the window-trimming department were admitted to that floor.

On entering the trimmers' department I could see on all sides evidences of beautiful trims that had been in the windows at some time or other. Piles and piles of framework, covered with expensive plushes, silks, satins, etc.; dozens of different kinds of novelties and fixtures, etc., that had cost hundreds of dollars to get up, where piled everywhere, most of them never to be used a second time.

Men and boys were tacking and carving and sawing out fancy designs in wood, papier-mache, etc. Some were covering framework with plushes, etc. Others were wiring fancy designs for electric lights. Some were painting.

Altogether I was surprised at the number of helpers and the amount of valuable material they were using up. Asking one of the boys where the head trimmer was, he told me to keep straight on and I would find him in his office at the end of the room.

At last I saw the office ahead of me. It looked more like a broker's or a lawyer's office than anything else. Over the door was a sign reading, "Chief Window-Trimmer's Office, Strictly Private." At a handsome large desk sat the gentleman I took to be the head trimmer, busily engaged with a large drawing of an interior decoration. Another gentleman was sitting there, and I immediately sized him up as one of the chief's lieutenants, and, judging from a few remarks that passed between the two before I said anything, I was not far out, as I learned afterwards he was second in charge of the interior and window trims.

After introducing myself the chief shook hands with me, and, on learning that I was a brother member of the National Association of Window Trimmers of America, he became quite interested in me, and started to question me about the way things were conducted in Canada. Gradually I started to "pump" him, as it were, and had no difficulty in getting him to answer my questions. Some of them were as follows:

"Do you trim all of the windows yourself?"

"How often do you change them?"

"Do you use your own judgment as to what to display and when to change same?"

"Do you get a cash appropriation each year to run window trims on?"

"Have you a free hand as to buying necessities to trim the windows?"

"Are you at liberty to take stock from any department to complete your trims?"

These were just a few of the questions I asked. The answer to the first question was, "No, I do not trim the windows myself. I merely design them and see that they are carried out satisfactorily."

As to the second question, he informed me that most of the trims were changed every week but that special trims were often left in for 10 days or two weeks.

The answer to the third question was that he used his own judgment as to what to display in most cases, but in cases of special sales was generally notified by the superintendent.

As to expenses in connection with getting up window trims I was informed that some houses set aside a fund for that purpose, but that this firm did not, but purchased whatever was required almost regardless of cost of same.

The trimmer also told me he used his own judgment in selecting fixtures and the necessities to complete his trims without any dictation from the firm. Of course, they expected him to keep the expense as low as possible but did not want him to "skimp" himself of anything that was going to attract and return the amount expended in it with interest, as a good attraction always does.

I was then asked to take a walk and he would show me the ins and outs of their system.

He showed me a room where all nickel fixtures are kept. Dust-proof cupboards with numbers of wax figures, different

FAIRE BROS. & CO., Limited

LEICESTER, ENG.

Manufacturers of

SMALLWARES

SKIRT BELTINGS
WOOL MENDINGS
SHOE LACES
CORSET LACES
BINDINGS
BELT WEBS
BLIND CORDS
TAPES

Order Through
Wholesale Houses

Representative for
Canada:

**Mr. Stapleton
Caldecott,**
45 YONGE ST.,
TORONTO.



PRACTICAL SHOW CASES.

We make all kinds of Show Cases for practical use.

For displaying all kinds of goods.

If this style doesn't suit your requirements, we can furnish other styles that will.

What is your Show Case Problem?

Send for descriptive circular of Phillips' Illuminated

Silent Salesman
TRADE MARK

It costs you nothing.



PATENTED IN THE UNITED STATES AND CANADA.
JOHN PETZ PATENTEE.

John Phillips & Co., Limited

ESTABLISHED 1864.

Canadian Branch, Windsor, Ont.

= =

DETROIT, MICH.

WINDOW DECORATING—Continued.

styles of wax arms and hands. A cupboard filled with plush and silk draperies. A room full of brass and nickel rods, hoops and wooden fixtures of all descriptions.

As we strolled along this immense room, here and there were fancy designs in backgrounds in sections all ready to go in the Christmas windows.

Everything was made and put up on this floor months beforehand. They were even working on trims for next Easter. Here is where time is saved. Everything is fitted up first of all in sections (marked), ready to be taken down and set up in the windows, thereby saving a lot of time that would otherwise mean dollars lost if the time was taken to make them up after the trimmers went to work in the windows.

On inquiring as to how many windows the house had I was told there were 59 altogether. He also said his staff numbered from 15 to 25 window-trimmers, who received from \$12 to \$25 per week.

After spending about half an hour in looking around and watching the other assistants doing their parts of the trims,

untarily to inspect them. Artistic devices and attractions should be resorted to, for is it not the time when people crowd the thoroughfares, and eager men, women and children all bent upon one common object, to see whatever is to be seen that is reasonable, and to procure whatever their means will permit for their loved ones. Don't wait till a few days before Christmas to think what you are going to do but make preparations now.

Let us consider how Winter scenes, effects, etc., are made up and arranged for the Christmas displays.

The windows during the holiday season are full of illusions to the beholder, and a person not knowing the secrets of the art, would suppose that a great deal of ingenuity is necessary to accomplish what is really simple to those who know how to imitate nature. We do not propose to imitate that class, but we desire to give some hints to those who would like to present such scenes as are usually shown during the Christmas season.

"Mountain effects" are made by building up a series of boxes from floor to background in any irregular manner, then cover over with white cloth, over which lay white batting



HOLIDAY IDEAS IN WINDOW TRIMS.

I told the trimmer that I would not take up any more of his valuable time, and, thanking him for the interesting information given me, I bade him good morning.

From here I went to the other big houses and met with similar incidents. They were all very nice and polite with the exception of one of the big "know-it-alls," who gave me anything but a pleasant reception. However, I gained all the information I desired and came away with lots of good pointers. I trust these few remarks will give our readers who have never had any idea of the point window dressing has reached an insight into part of the machinery of the great business enterprises that employ modern methods of advertising.

CHRISTMAS DECORATIONS.

Now is the time to be thinking out your Christmas trims.

Don't leave everything until the last moment. If you do you are going to have many an hour's worry that otherwise you would not have if you put all your spare moments during these next two weeks into working on your Christmas window trims.

The windows and the store should be made so attractive for the holiday season that the passers-by are detained invol-

which should be split (the sheet is split apart) and the rough side pulled out, then throw on a little flour and sprinkle with frosting and you have a good imitation of a mountain of snow.

"A frozen pond" is best imitated by laying a mirror on the floor and covering it over lightly with frosting. If mirror cannot be got, then a large sheet of tin will answer the purpose.

"Moon scenes" are made by cutting out a circular hole in the cloth that represents the sky and white tissue paper pasted on the back of the opening. Behind this is placed a light for night effect. It's best to saturate the tissue paper with kerosene oil before placing it in position.

"Icicles" are made by cutting them to shape from wood. A quantity of alum is placed in a receptacle containing water, which should be heated until warm, and, when dissolved, place the sticks in receptacle and allow them to remain in it for a day. The sticks will then be found coated with the alum and to have an ice effect.

To give trees the appearance of being covered with ice and snow is best represented by making a paste of flour and water, and, with a brush, daub on here and there for snow effect. Bits of cotton may also be added. For ice, glue on flake. The flake is in small particles which resemble gelatine.

Bricks may be imitated by using red cloth and by marking

YOUR PROFIT IS GUARANTEED.

There is a better profit for the retailer in one dozen of the Dr. Deimel underwear than in five dozen ordinary goods. The retail price is fixed; the profit is guaranteed by keeping the goods out of the hands of price-cutters.

In all but a few large cities we give the exclusive sale to one merchant. The only problem remaining is: Have you sale for a fair-priced article that appeals to sensible people on the score of health and comfort?

It's the most interesting proposition that has been made to a merchant in many a day. We are ready to talk to you. Call or write

THE DEIMEL LINEN-MESH SYSTEM CO.

LONDON, ENGLAND,
10-12 Bread Street.

2202 St. Catherine Street,
MONTREAL, CANADA.

MILLWARD'S

CHURCH BRAND

SEWING NEEDLES

SOLE AGENTS FOR CANADA

GEO. D. ROSS & CO.

52 Wellington St. W., TORONTO.

648 Craig St., MONTREAL.

WINDOW DECORATING—Continued.

out the lines with white chalk. This is first tacked to a frame. Dashing flour against the bricks will produce snow effect.

DECORATING MATERIALS.

THE MATERIALS NOW BEING USED FOR DECORATING SHOW WINDOWS.

In making a tour of the windows in Chicago and New York, I notice cheesecloth is being greatly discarded by trimmers, and in its place such material as velvet, canton flannel, figured crepons, silks and velours are being used. Fancy papers are also in evidence in the clothing, millinery and mens' furnishings houses.

The background draperies consist of plush hung on a curtain pole at a certain height and hung loosely to the floor.

Others have the padded backgrounds, using white and old gold canton flannel with the rough side shown.

Many shoe stores showing the padded backgrounds of velvet have a fancy or gilt moulding as a border. This is placed above the mirrors at the back and sides of window. Lattice work made of ribbons is prominent in the dry goods displays. The mirror lattice background is very pretty. This is done by forming a lattice over the mirrors with ribbons. Where no mirrors are used, plain cloth or netting is tacked to a frame and the ribbons formed over the frame as described. Another new decoration is with onyx paper.

This is mostly used for columns and arches. As the paper can be had in assorted shades it is very effective, especially if given a coat of varnish afterwards. This same paper is also splendid for floor covering for shoe displays.

The illustrations in this number convey a few good ideas for holiday displays.

Any information regarding holiday trims will be cheerfully given by THE REVIEW to any reader desirous of obtaining such. All communications should be addressed to THE CANADIAN DRY GOODS REVIEW, in care of window-dressing department.

H. H.

NOVELTY AT NEW WESTMINSTER.

The ram in W. S. Collister & Co.'s millinery window is attracting the attention of the numerous spectators and guests from the different cities, as well as the local people. It is a pet from one of the stock yards of Messrs. Reichenbach Co., of this city. The ram is to be adopted as the mascot of the lacrosse champions of the world and wear their colors and the now famous salmon badge of the W.L.C. A wag has suggested that Messrs. Collister & Co. have added an item to their trade and are now dealing in a new line: "Good country butter."—Vancouver World.

AN INTERIOR DISPLAY.

We show in this issue a reproduction of a portion of one side of the store of Atkinson & Switzer, Richmond Hill, Ont. The decoration is a tastefully-arranged display in connection with the firm's millinery opening last month. The decoration was designed by Mr. F. Redditt, who has made a good disposition of the space at his disposal. It will be seen in the foreground that the front tables show a display of dress goods and silks, so arranged as to strike the eye of the incoming customer. The back table was devoted to carpets and curtains, and, to set off the store, the curtains were draped back to the side over the counter. The back of the store was draped with

curtains also, and had wall blinds to set it off. On an easel, which may be noticed in the foreground, was a framed advertisement to the effect that this was millinery opening day. The store of Messrs. Atkinson & Switzer presents a number of features which are of value to country trade all over Canada. Richmond Hill is very close to the city of Toronto, and the electric cars go past the store every little while running between



Photo by Miss Elliston.

Interior of Atkinson's & Switzer's Store, Richmond Hill.

Trimmed and arranged by F. Redditt.

Newmarket and the city. Yet, the store holds its trade because of the adoption of up-to-date methods. Interior decorations are changed every week, and the windows, of which there are two large ones, are trimmed always once a week, and sometimes twice, according to the season. One window is devoted to dry goods, and others to men's furnishings, crockery, groceries, as the occasion suggests.

The photograph from which our picture is taken was done by Miss Elliston, of Richmond Hill, by means of a flashlight.

A TASTEFULLY DECORATED STORE.

Mr. A. O'Connor, of Halifax, N.S., has just moved into his new premises on Barrington street. The building is 40x60. In the centre of the store is a large circular window. It, in itself, being a new idea and well finished, attracts passers by; but when nicely draped, one cannot do else than stop to admire it.

The first floor is devoted to millinery and ladies' ready-to-wear garments. The second flat is a millinery, show and work rooms, with a ladies' waiting-room with writing-table and material. Also a ladies' toilet room off the waiting-room. This is a great convenience to shoppers, and in the short time Mr. O'Connor has been in his new place he has found it to take well and is quite a drawing card.

The store is lighted with hollow flame Auer lights. The ceiling is of metallic sheeting painted white, while the shelving and whole building is painted white, which helps to show off the bright-colored goods.

The Robinson Co., dry good merchants, Napanee, have purchased the large stock of the estate of the late W. Mowat, amounting to some \$15,000, and have moved it to their own premises. They report business for the season good.

Christmas .is. Coming

We have Ready for Xmas Trade

Eiderdown Coats

Cardinal Pink
Blue.

To Retail \$1.75 to \$5.00



Eiderdown Cloaks

Just the finest for house wear.

To Retail \$5.50 to \$10.00

Silk and French Flannel Blouse Waists



To
Retail
\$3 to \$10

50
Styles



We
always
keep
the
Latest
in
Waists



All the Latest Military Trimmed Styles

BOULTER & STEWART

Manufacturers . . .

TORONTO.

BATTING...

Guaranteed free of Threads and other
weak and lifeless stock

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for. . . .

**North Star, Crescent
and Pearl Batting.**

You are Thinking of Your Fall Glove Sales ARE YOU NOT?

IF YOU WANT THE BEST TRADE

Pewny's Gloves

SHOULD BE YOUR LEADERS.

STOCK FULLY ASSORTED
WITH LATEST SHADES AND STYLES.

Your sample order is wanted if you
do not already keep these lines.

S. Greenshields, Son & Co.

Sole Agents

MONTREAL and VANCOUVER.



Luxfer Prisms successfully lighting
store 100 feet long.



Ordinary glass made the store unrentable
without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.

Up the Ladder of Prosperity

The first rung in the ladder that so many garment men want to climb is: to keep your customer's trade; please her the first time she buys.

This problem depends on the dealer, as a rule, but in the garment business it depends on the maker. It is the looks of the garment that sell it, and the skill of the maker determines whether your customer will have those looks in actual wear. A pleased customer means further sales.

The more prosperous you are, the more prosperous we will be. We want to make as much money as legitimate trade will bring us. We want every local garment man in Canada to share our prosperity. The whole secret lies in the permanent looks we give our garments.

We give as much thought to the fit and wear of a Northway garment as to its style. Every Northway jacket must wear effectively as well as look effectively. It is these permanent looks that build up the local trade of the dealer.

Many dealers are seeing this, and we are filling their repeat orders for winter. We are filling all these repeats, because each Northway garment you sell this Winter means that another garment will be sold in the Spring to the same wearer. Any repeat orders you send us will be filled promptly.

Do not be afraid to send these repeat orders. You can be sure of getting them. The more of these satisfactory garments you sell this Winter, the more Northway garments you will be able to sell in the Spring. That is what you and we want.

Salesmen are on the road with Spring garments. Northway garments are the best for Canadian dealers, because their permanent shapeliness holds local trade. The more Northway garments you sell, the better your start "up the ladder of prosperity."

John Northway & Son, Limited
Shape Keeping Garments, Toronto

Regulations for Store Management.

RULE 1.—Keep your eyes on the front door. Customers should be waited on promptly and pleasantly.

2. Wait on children as politely as you do on grown people. They are our future customers.

3. Salesmen, when disengaged, will take position near the front door, instead of the back. Customers do not come in at the rear.

4. Don't stand outside the front door when at leisure. It is an excellent notice to competitors and customers that trade is dull.

5. Salesmen are paid for waiting on customers, and are not expected to turn them over to the boys or new men who are learning the business, while they busy themselves arranging or putting away goods.

6. Don't take a customer away from another salesman until he is through with him.

7. Don't turn a customer over to another clerk, if possible to avoid it, except for the dinner hour.

8. Go for business in every direction ; in the store or out of it ; wherever you see a chance to make a sale, work for it with all your might. RUSTLE !

9. Salesmen will sell at marked prices. Do not go to office for a cut price. It always makes trouble.

10. At retail the dozen price is to be allowed only when the customer takes half a dozen of each kind, or more. Less than half dozen, in all cases, to be at price for each.

11. Sorting up a line of goods allowed to make the quantity, the highest dozen price of the lot to be charged, when half a dozen or more are bought.

12. Clerks or other dealers are to be charged regular retail prices. If the houses they work for buy the goods for them it is a different matter.

13. Don't send a customer up stairs or down by himself.

14. Salesmen will avoid the responsibility of trusting customers whose credit is unknown to them by referring all such cases to the manager. Extending credit without authority makes the salesmen responsible for the amount.

15. In opening a new account get the business and post office address of the customer correctly.

16. Never show a price-list to a customer ; it confuses him.

17. Salesmen are expected to sell the goods we have, not the goods we have not.

18. Salesmen are responsible for their mistakes and any expense attending their correction.

19. Always charge goods first in the day book. Make out the bill from the charge in the book. Make this an invariable rule.

20. If you have a charge to make, enter it before waiting on another customer ; your memory is apt to be defective and the sale forgotten before it is entered.

21. All cash bills over \$5 enter in your sales book.

22. Make your charges accurate in detail or description by number, size, etc. By so doing, it facilitates correction, in case of a dispute with the customer.

23. Close your entry books after making entry. Valuable information may be gained by competitors.

24. Clerks receiving change from the desk will count the same and see if correct before handing to the customer. Always hand the cash memorandum with the money to the cashier.

25. If you know of an improvement of any kind, suggest it at once to the manager ; it will be impartially considered.

26. Keep retail stock full and complete on the shelves, so as to avoid detaining customer. Notify each man in charge of a division when you find anything short in it.

27. Always put the stock in order when through waiting on customers.

28. Each clerk is expected to see that his department is kept clean and in perfect order.

29. In arranging goods, put the smallest to the front ; when the same size, cheapest to the front.

30. Use the early part of the day and the last hour before closing in sorting and straightening up.

31. Prices are not to be cut. Report every cut price by other firms to the manager after the customer is gone, unless he is a well known and regular customer, in which case report at once.

32. Do not smoke during business hours, in or about the store.

33. Employees are requested to wear their coats in the store. It is not pleasant for a lady to have a gentleman waiting on her in his shirt sleeves, or with his hat on.

34. Employees are expected to be on hand promptly at the hour of opening.

35. Employees will remain until the hour of closing, unless excused by the manager.

36. The company will ask of you as little work after regular hours as possible. When demanded by the necessities of business, a willing and hearty response will be appreciated.

37. If an employe desires to buy anything from stock, he must buy it of the manager ; in no case take anything without doing so.

38. In purchasing for individual use around town, under no circumstances use the name of the company as a means to buy cheaper.

39. Employees pay for whatever they damage ; they are placed on their honor to report and pay for it.

40. Employees using bicycles will keep them in the cellar or in the back yard ; they must not be left where they will cause inconvenience.

41. Conversation with the bookkeeper or the cashier, except on business, interferes materially with the work. Do not forget this.

42. Watch the ends of stock, make as few as possible, and always work them off first, to keep the stock clean.

43. Keep mum about our business. Always have a good word to say for it, and never say it is dull. Keep your eyes and ears open about your competitors.

IT WILL PAY YOU TO LEARN THE FOLLOWING
BY HEART.

Towards customers be more than reasonably obliging ; be invariably polite and attentive, whether they be courteous or exacting, without any regard to their looks or con-

TRADE MARK.



A 5 x 6 ft. Puritas Comforter. Open at one end to show the filling.

Why Puritas?

Look at the picture, that's why.

See the filling? Several layers of pure, white, carded Cotton Batting, laid in cross-laps to give extra strength.

The "Puritas" Comforter costs no more than other makes and is a far better selling article. Every "Puritas" Comforter

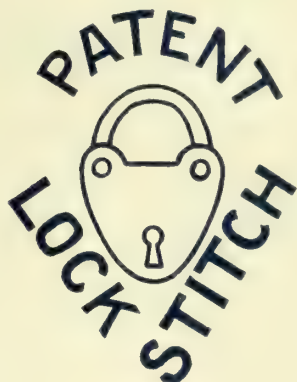
has a printed label sewn on, stating our GUARANTEE. This is a silent salesman, even after the quilt is sold, and brings you that pleasant demand from satisfied customers for "the same kind as I had before." Prices run from \$14.00 per dozen to \$36.00 per dozen. Handsome and exclusive designs in Art Satteens, Silkalines, Muslins, etc. Your jobber carries a full range in stock. If he substitutes, write us direct. Always insist on having "PURITAS," "PURITAS," "PURITAS," and if he asks, Why? tell him, because of the PURITY of its filling, its purity, PURITY, PURITY.

THE ALASKA FEATHER & DOWN CO., Limited
301 St. James Street, Corner Victoria Square, MONTREAL.

PATENT LOCK STITCH HOSE

For MEN, WOMEN and CHILDREN.

TRADE MARK



10 FOLD KNEES and
6 FOLD ANKLES.

IMPORTANT NOTICE.

Any hose not stamped with this registered trade mark are a spurious imitation and not the genuine lock-stitch.



REGISTERED No 31

WILLIAMS & BELL

MONTREAL

ASK YOUR WHOLESALE HOUSE FOR THEM—

dition, unless, indeed, you be more obliging and serviceable to the humble and ignorant.

The more self-forgetting you are, and the more acceptable you are to whomsoever your customer may be, the better you are as a salesman. It is your highest duty to be acceptable to all.

Cultivate the habit of doing everything rapidly; do thoroughly what you undertake, and do not undertake more than you can do well.

Serve buyers in their turn. If you can serve two at once, very well; but do not let the first one wait for the second.

In your first minute with a customer you give him an impression, not of yourself, but of the house, which is likely to determine, not whether he buys of you, but whether he becomes a buyer of the house or a talker against it.

If you are indifferent, he will detect it before you sell him, and his impression is made before you have uttered a word. At the outset, you have to guess what grade of goods he wants, high-priced or low-priced. If you do not guess correctly, be quick to discover your error, and right yourself instantly; it is impertinent to insist upon showing goods not wanted. It is delicately polite to get what is wanted adroitly on the slightest hint.

Do not try to change a buyer's choice, except to this extent: Always use your knowledge of goods to his advantage, if he wavers or indicates a desire for advice. The worst blunder that you can make is to indicate in a supercilious manner that we keep better goods than he asks for.

Show goods freely to all customers; be as serviceable as you can to all, whether buyers or not.

Sell nothing on an understanding; make no promises that you have any doubt as to the fulfillment of, and, having made a promise, do more than your share towards its fulfillment, and see that the next after you does his share, if you can.

Never run down your competitors to customers. By so doing you advertise them. It won't pay you to get trade in that way. Competitors can talk back.

To sum up and put this whole matter in a few words: Attend strictly to business when on duty; be invariably polite and obliging to everyone, not only for the benefit of the company, but for your own good. Remember that civility, while it may be one of the scarcest articles in the market, is also one of the cheapest, and the net profit on it to you, in the end, will be greater—not only from a social and moral point of view, but in dollars and cents—than on anything else you may have to offer a customer.

R.

A PUBLIC FAVORITE.

The sales of "Puritas" comforters for the Fall season of 1900 have been twice the number of 1899. The constant and extensive advertising of this brand to the general public in such mediums as The Canadian Magazine, The Delineator, The Standard Designer, etc., is bringing its results. Dealers who keep the "Puritas" brand of comforters (made by the Alaska Company) in stock, and also other brands, find that the "Puritas" are the first sold, because women ask for that particular brand, and when they see the name on the label of the quilt, it reminds them of the advertisement, and straightway they buy. On page 29 of this issue there is an advertisement regarding this brand, which is well worth reading.

QUEBEC MERCHANTS AND INSOLVENCY LAWS.

At the meeting of the Quebec Board of Trade, October 9, there were present: Messrs. M. Joseph (president), J. Geo. Garneau, Geo. Tanguay, Lachance, T. Verret, J. A. Chabot, E. F. Wurtele, Wm. Brodie, A. C. Champagne, L. E. Thompson, Jos. Archer, jr., J. B. Morissette, R. F. Crean, Ulric Barthe and T. Levasseur.

The report of the council referred as follows to the question of an insolvency law:

"At a recent meeting, your council, justly alarmed at the frequency of fraudulent insolvencies, felt it proper to take anew the matter in hand and to work in earnest, in order to obtain from the Federal authorities a strong and severe bankruptcy law, covering all cases possible, and whose dispositions and rules would be uniform for the entire Dominion.

"The following resolutions, which were proposed by Mr. P. B. Dumoulin, seconded by Mr. J. Geo. Garneau, and unanimously carried, speak for themselves:

"Whereas, commercial insolvencies are of an alarming frequency, and that, in many cases, the assets represent only an insignificant portion of the liabilities, and sometimes absolutely nothing;

"Whereas, in a great many cases these bankruptcies seem to have been systematically and purposely prepared, to the great detriment of the trade in general and the credit of everyone in particular.

"Whereas, it is more than ever the time to remedy such a condition of affairs and that the only possible remedy is the enactment of an equitable bankruptcy law to repress commercial frauds, which are now more glaring and frequent than ever.

"Resolved, that the council of the Quebec Board of Trade, which has already many times taken the initiative, of a movement favoring the adoption of a bankruptcy law, but hitherto without achieving its wish, as public opinion had not been awakened to its necessity, renew its representations to the Federal authorities to urge the adoption of a bankruptcy law aiming at the protection of both creditor and debtor.

"Resolved, that a committee composed of Messrs. Montefiore Joseph, President of the Quebec Board of Trade, Geo. Tanguay, J. Ritchie, J. E. Dupre, J. G. Amyot, E. Garneau, and of the mover and seconder of this resolution, be instructed to study the most practical means to be taken in order to obtain from the Federal authorities the adoption of an efficient bankruptcy law, as above mentioned, and that the committee have power to add to its number."

HOW TO CATER FOR THE MILLINERY TRADE.

Mr. G. H. Marr, Moncton, N. B., enterprising millinery dealer, has one of the finest millinery stores in the Maritime Provinces. The showcases are all made of glass, which, with nicely trimmed hats, give a good effect.

At the rear of the store Mr. Marr has a room where ladies can go and try on hats. In fact, it is fitted up as well as any showroom, and is nothing more or less than a private showroom.

The workrooms are all on the second flat. Mr. Marr said: "I keep nothing but the very latest styles, and I make a trip every season to Montreal, Toronto and New York; also I send three of the head milliners some time ahead of me to pick up ideas, so as to be able to give anything a customer may ask for." When the representative of THE REVIEW was in Moncton, Mr. Marr was just having his millinery opening.

SOMETHING NEW.

READ THIS.

Henry Campbell & Co.
BELFAST Limited

Who have a world-wide reputation
as manufacturers of

LINEN  
THREADS

HAVE APPOINTED AS SOLE SELLING
AGENTS FOR CANADA

John Gordon & Son
MONTREAL.

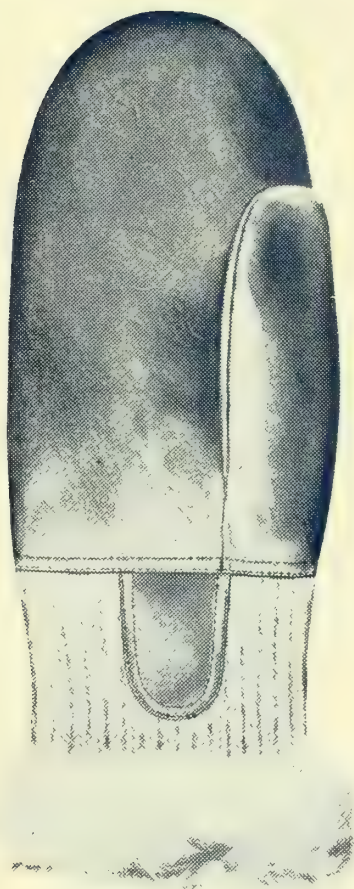
A full stock of these celebrated threads is now carried
in stock in Canada.

As these threads have just arrived they are fresh goods,
strong, and reliable in every way.

Full length and full weight, all as represented.

All orders will have immediate attention.

Self Sellers.



Nothing dead about the "Kumfort Mitt."

It's a matter of into stock and out again.

Just a case of sowing and reaping in short order.

Never have to put this Mitt away in the Spring and haul it out in the Fall and try all Winter to rid yourself of a "white elephant."

It does not take the best salesman in the world to sell it—it's a **self seller**.

A customer figures as much on the **value** he gets as the price he pays.

The "Kumfort" gives the wear that makes the value.

It has a solid muleskin palm, an oil-dressed sheepskin back, with pure wool knit wrist and lining that remains intact until worn out.

It costs you but \$4.50 per dozen, net 30 days. Sell it for 50 cents per pair. Good profit, eh?

Hudson Bay Knitting Co.

30 St. George Street

=

MONTREAL



The MacLean Publishing Company, Limited.

President JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers that circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

OFFICES:

MONTREAL (Telephone 1255)	Board of Trade Building,
TORONTO (Telephone 2148)	10 Front St. East.
LONDON, ENG. (J. Meredith McKim)	109 Fleet St. E.C.
MANCHESTER, ENG. (H. S. Ashburner)	18 St. Ann St.
WINNIPEG (J. J. Roberts)	Western Canada Block
ST. JOHN, N.B. (J. Hunter White)	No 3 Market Wharf.
NEW YORK (Edwin H. Haven)	150 Nassau St.
Traveling Subscription Agents	C. F. Donaghy, F. S. Mulholland.

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Great Britain and elsewhere 12s.
Cable Address: "Adscript," London; "Adscript," Canada.

CANADIAN BUYERS IN GREAT BRITAIN.

Canadian buyers and subscribers may have their letters addressed to the London office of THE CANADIAN DRY GOODS REVIEW, 109 Fleet Street, E.C., London. Letters so directed will be kept or forwarded according to instructions.

MONTREAL AND TORONTO, NOVEMBER, 1900.

**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

WORTHY OF IMITATION.

A SOCIETY has just been formed in Ireland, says The Cork Constitution, for the purpose of pushing the sale of Irish goods, and of putting a stop to the sale of foreign goods under Irish "colors." This society is called the Irish Shop Assistants' Industrial League, and is the result of a resolve among young men patriotically disposed to serve Irish goods wherever possible. The members sign a pledge which runs as follows:

"I hereby promise to do my utmost to sell an Irish-made article on every occasion (when not detrimental to my employer's interests), and to do all in my power to promote the objects of the league for the sole purpose of upraising the industries of my country."

We venture to say that no country is in more need of an organization such as this than is Canada. That Canadians are troubled with the European-product-worshipping malady is an undoubted fact. And those who ought to be applying palliatives—our storekeepers—seem to be encouraging the national disease. Why do our large merchants have their imported shirts marked "made in Austria"? Is Austrian

print better than Canadian? We venture to say not. Is the workmanship better? In this land of public education we claim to have the most skilled and intelligent working class under the sun. Why, then, are the imported goods considered better quality than the domestic manufactured article? Is it not simply prejudice? Familiarity with the Canadian workman seems to have bred contempt for him. It is not necessary to multiply illustrations. Which hat, the foreign or the domestic article, is recommended the more highly by the Canadian merchant? Take almost any article ordinarily sold in the stores, and consider whether it would not suffer in a comparison made by most Canadian merchants. And the consumer thinks about the same thoughts. The only products we take pride in as Canadians are the products of the farm. This should not be. Canadian industry has been tenderly nursed and fostered since 1879, and we have had time to rear a class of mechanics skilled in the different technicalities of their trades until our workshops can now turn out articles of first-class style and finish.

It is reasonably certain that our storekeepers would not take this view of the situation if such a league as has been formed in Ireland were established here, where a patriotic view of business would be cultivated and where the ideas of the Canadian business public would be opened to the superiority of domestic manufactures. This is, at least, something worthy of attainment. The Canadian merchant thrives upon the Canadian workman, and the assistance should be mutual.

That Canadian goods are worthy of patronage is evident from this year's success of the Montreal Cotton Co., who have secured a Grand Prize for their textile display at the Paris Exposition. Great Britain got three and the United States two Grand Prizes. So, for a "wooden country," as they would call us, we did not do so badly. It is only some 22 years since some of the prominent wholesale merchants refused to look at goods manufactured by this concern; it was not believed that salable goods could be made here. At the present time the pay roll of this firm is \$60,000 per month, and the amount of money spent in this country for supplies, including starch, tallow, beeswax and a hundred other incidentals, is tremendous. If merchants realized to what extent we were dependent upon our industries for our national prosperity they would, at least, modify their views. We are now exporting woollens, yet there exists a profound prejudice against these goods among our own people. That Irish league is certainly worthy of imitation.

QUEBEC MERCHANTS FOR A FAIR LAW.

The resolutions, on another page of this issue, passed by the leading merchants of Quebec, regarding a new insolvency law, are satisfactory, and do credit to the gentlemen concerned.

They want an honest law, which is always in favor of the honest merchant, and the framing of which is no great task if people are only determined to have it.

This is an opportune time in which to agitate for new legislation, so that insolvency reform may be associated with the other issues of the general election campaign.

A POINTER FOR LIVE MERCHANTS.

THOSE readers interested in window trims will read with benefit the account of Mr. Hollinsworth's visit to Chicago, and the description he gives of the stores there.

Of course, most of our readers have visited the large cities in the States and have seen for themselves the elaborate interior decorations and window displays that prevail with all the big retail establishments. There is nothing startlingly new in that.

But where the editor of our Window Dressing Department strikes quite new ground is in revelation of the methods and system practised by big stores. He takes us behind the scenes in this respect, and we get a better idea of the high value placed on window and store decoration by the average big American store.

Every Canadian merchant cannot conveniently do these things on so large a scale, but, in each case, according to his volume of trade and the opportunities of enlarging it, the decoration department should be put on a better footing.

The Chicago or New York store does not go in for all this work from sentiment, love of display, or any empty reason. Dollars and cents determine the expenditure. If money was not made by it, money would not be spent on it. Remember that.

THE GLOVE TRADE.

THE mild weather of the past few weeks has affected the glove trade, and dealers are postponing the placing of import orders.

Careful buyers will not do this. Easter comes early next year, and many orders placed late cannot be delivered in time. This is not the fault of the importing agent, nor of the manufacturer, but of the retailer. Glove manufacturers are expected to do many impossible things, and retailers would be astonished if they were told the length of time taken to fill a special order for gloves. Ordinary stock lines are ordered about six or eight months before required, and an easy order to fill takes four months. We are speaking of French goods, as the gloves made in Germany and Austria do not get the careful attention in preparation of skins that is given by the best manufacturers of France.

There is not much likelihood of any radical changes in styles for some time to come. The trade seems easy to follow at present, and no retailer, with the present indications for colors next Spring, need hesitate about placing his order.

Suede gloves are to be fashionable, that is certain. The colors for the next season are indicated so strongly to any ordinary judge that it is unnecessary to mention them here. Cheap suede goods should be avoided. Nothing can be so unsatisfactory to trade.

Most retailers in Canada make of their glove department—if, indeed, they have anything worth calling one—a mere side-show. In the stores across the border the glove department is one of the leading departments—one of the brightest, and best advertised in the establishment. Here, anyone can sell gloves,

and in any fashion, hence the many damaged gloves returned under the name of being guaranteed.

Let the same person handle the gloves all the time, not outsiders from some other part of the store. See that the correct sizes are sold. Get good wearing lines, and turn stock over by being satisfied with a moderate profit. And the rest is easy. Do not present a new pair of gloves to a customer to please her at the expense of the manufacturer or agent. This is done repeatedly—"I had to exchange them to please her"—and the gloves are passed on. Nothing could be more unjust.

It is to the interest of the retailer to try to sell the best goods. In by-gone days the guarantee of a glove was given only to first choice; now it extends to goods sold at \$1 a pair, and people expect, because it is guaranteed, that the \$1 glove is to wear like the \$1.50 glove.

It must be remembered that skins, whether lamb, kid, or anything else, are imperfect; they are born, not made, so people should not expect the same wear and tear from gloves that they get out of some manufactured articles.

TO GROW BETTER HEMP.

The United States Department of Agriculture has been conducting experiments to see if hemp of a quality equal to that of Russian and Italian production cannot be grown in that country. Hemp-growing has been for some time one of the chief industries of Kentucky, but the article grown there has never attained to the excellence of the Russian or Italian hemp. The fact that Kentucky hemp has been inferior to that imported is attributed to the fact that the farmers have not used the proper methods in raising it, and that they have not had so good methods for treating it as have their foreign competitors.

A large portion of the flats of the Potomac region was devoted to the experiments made by the Department of Agriculture. These have been very successful so far, hemp having been grown to the height of 14 feet, which is fully up to the average height of the imported article, whereas the Kentucky hemp rarely grows over eight feet.

The success of these experiments, combined with the invention of a new decorticator (the machine for preparing the product) has given rise to the hope that United States textile manufacturers will be, in the near future, in a much better position to compete with European manufacturers, who use hemp grown in Russia or Italy. No attempt to grow hemp in Canada has ever been made by our Department of Agriculture.

NO MORE COTTON UNDER FOUR CENTS.

Contemporaneous with the recent advance in grey cottons, No. A, 27 and 34 in., was withdrawn. This takes every cotton below four cents out of the market. The advance in raw cotton and wages has rendered the manufacture of such cheap cotton unprofitable, and the attention that has been directed towards these cheap products will now be given to the better grades.

THE WHOLESALE PRICE OF COTTONS.

MERCHANTS should bear in mind that, although cottons have been very appreciably advanced at the mills within the past month, there are some lines still obtainable at old prices.

It is unfortunate for both wholesaler and retailer that, when cotton mills mark up goods, the other dealers, through whose hands they pass before they reach the consumer, do not advance values on a parity with the first cost. If a drop occurs, every wholesaler has his prices down in half an hour, but, on a rise, the most he can seemingly benefit is to encourage business before he has to buy at the increased quotations. He loses on a drop but yet he makes nothing on a rise. They say "It is a poor rule that doesn't work both ways"; this rule ought then to be changed. If the mill dictates what prices shall be in one case, its commands ought to be obeyed in the other, if justice is to be meted out. The trouble is that the jobbers are afraid of one another, and mutual confidence is entirely wanting.

If the wholesale houses would take as well as give, the retailer would also be able to profit by an advance. Neither would he need, in that case, to scurry around to ferret out the dealer who is the last to advance his prices. A uniformity of price is eminently desirable.

The unprofitable influence of overwrought competition is well illustrated by the fact that there are cottons going out of dry goods warehouses at the present moment at values below those set by the mills. Sheetings, both grey and white, which have been advanced, in the former case, $3\frac{1}{2}$ c. a yard, and in the latter, 3c. a yard, within the past year, are actually selling below makers' prices to-day. Warehousemen seem to be willing to sell their goods at old prices, so long as they last; they will worry their brains about the future of a market, and perhaps speculate by buying ahead, and then, when the tide turns their way, they will make no use of it, but throw all, or nearly all, its advantages to their customers. No wonder there is not the money in the dry goods business that there once was.

A BIG THREAD DIVIDEND.

IN the discussion caused by the organization of the great combines, trusts, etc., formed in recent years, a great diversity of opinion was shown. The one conviction which was most generally maintained, especially by defenders of the combines, was that the matter would right itself in the process of time, that any conditions not in accord with the principle of the most economical production and distribution could not exist, no matter how strong the combine, unless the sources of supply were controlled.

If this argument is sound, and it seems so on the face, there must soon be a revolution in the cotton thread industry. No one would assert that any thread combine could in any way control the supply of its raw material. Yet the Coates thread combination of Scotland and the United States

announce a profit for the year of £2,427,000 (about \$12,135,000). A dividend has just been recommended sufficient to make a total of 50 per cent. for the year on the ordinary shares. Last year the combine paid 40 per cent. When the company was organized, about two years ago, it issued £3,000,000 in ordinary shares. These shares have now risen in value to about £24,000,000, so the return this year nets about 6 per cent. on the present value of its stock.

The same day on which the despatch relating to this dividend was received, the mails brought advices that the central agency, which comprises the Coates, Clark, Brooks and Chadwick concerns had advanced prices of thread.

Here we have the four great thread-producing concerns raising their prices while one of their number is making 50 per cent. dividends on £3,000,000 or \$15,000,000. There undoubtedly seems to be a good opening for an independent concern, but who, having a knowledge of the conditions, would have the temerity to start it?

DRYGOODSMEN IN PARLIAMENT.

THERE have just been elected to the British Parliament several prominent gentlemen connected with the textile and dry goods trades.

Among these may be mentioned Mr. S. F. Ridley, floor cloth manufacturer, Bethnal Green; W. A. McArthur, colonial merchant, St. Austell; A. Wylie, calico printer, Dumbartonshire; G. McCrae, hatter, East Edinburgh; James Reid, worsted and yarn spinner, Greenock; George Kemp, flannel manufacturer, Heywood, Lancashire; T. C. Taylor, woollen manufacturer, Radcliffe, Lancashire; N. W. Helme, baize and leather cloth manufacturer, North Lancashire; W. L. Jackson, worsted manufacturer, North Leeds; Maurice Levy, clothing and woollens, Loughborough; John Barker, draper, Maidstone; Sir William Thorburn, woollens, Peebles; Sir John Baker, woollen merchant, Portsmouth; C. B. Renshaw, carpet manufacturer, West Renfrewshire; John Brigg, worsted spinner, Keighley, Yorkshire; J. H. Duncan, worsted spinner, Otley, Yorkshire; G. Whiteley, cotton spinner, Pudsey, Yorkshire; Colonel Milward, needle manufacturer, Stratford-on-Avon.

In Canada, several prominent members of the dry goods and allied trades are candidates in the election about to take place, including Mr. William R. Brock, Centre Toronto; Mr. James D. Allan, West Toronto; Mr. John Flett, Centre Toronto; Mr. S. F. McKinnon, Halton; Mr. Bennett Rosamond, North Lanark; Mr. M. K. Richardson, South Grey; Mr. J. Kendry, West Peterborough; Mr. T. B. Caldwell, North Lanark, and others. The fact that worthy men of this kind are offering themselves for the House of Commons is one of the most salutary features of present political life. We have already in the Senate several gentlemen, like Senator McSweeney, who are a credit to that body. The more dry-goodsmen who get into Parliament the better it will be. There are enough lawyers and professional politicians there already.



*** This department is conducted and prepared by Mr. Edmund Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters.

Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him.

It is intended that the department shall be helpful, practical and well up-to-date.

Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

OF advertising there are two distinct schools. One dates back to the very inception of the art, and is still in great vogue, best described as display type. The other, of more modern origin, employed by Wanamaker, Rogers, Peet and imitators ad infinitum, known as the powers or pica reading matter style. The former has many votaries; the latter many admirers. Indeed, so enamored of the new form are many theorists that they can no longer see any merit whatever in the old. Both, it appears to me, have their respective advantages and are capable of equal possibilities. Results, be it remembered, are dependent not so much upon the mold in which the advertisement is made as upon the constituents and make-up of the matter itself. Given a Wanamakerian writer, who would hesitate about choosing the pica reading matter? Yet, what could be worse than that style in the hands of the amateur ad.-maker? It is not so much a question of which style is best, but which is best adapted to the conditions. But, into a discussion of the conflicting claims of the two schools, I must not now digress. Suffice it to say that out of every five advertisers of the present day at least four favor display type, and my object at the present time is to draw the attention of merchants, who employ that style, to the importance of effective, artistic typography.

Many imagine that when the ad. is written they have completed their task. They have touched the button and the rest must be left to the tender mercies of the compositor. Yet, no greater mistake could be made. No one knows as well as the writer what he really wishes to convey; no one, therefore, can so intelligently determine the typographical dress essential to its clearness and effectiveness. Why, then, leave such a vital matter to the caprices of a compositor, who has not the same interest, and, if he had, cannot possibly divine the writer's conception. It is, indeed, wonderful how well compositors succeed with such little data to guide them. But they cannot do impossibilities, and their conception of proper display and effective setting may be diametrically opposed to the writer's plan and purpose. Typos are not mind readers. The subject matter should, of course, be the star attraction, but there is no printed matter so intensely interesting that the method of arranging the types, by which it is conveyed to the reader, can be passed over as of trivial importance.

In the first place, Mr. Merchant, supply yourself with specimen cards of display types used by the papers in which you advertise. A slight study of these will easily familiarize you with any technical terms hereinafter employed. Leave nothing to the judgment of the compositor. Be assured he has enough to worry him without acting architect of your advertisements. Decide yourself what types you want, how you want them set and spaced, and mark the same on copy, so that there can be no room for doubt or misconception.

Before the novice can reasonably hope to become expert in the arrangement of type, it is important that he should have a clear idea of the effect he wishes to produce. He must first know what good display is, and what are the points that make it read.

If he undertakes to study the matter, he will first perceive that, in most pieces of display, there are various sizes and styles of type. He will rightfully infer that contrast is one of the methods by which the desired effect is produced. He will notice contrast in the sizes, shapes and shades of type. He will see that a line of capitals is often followed by a line of lower case; that a long line is preceded by a short line; that the prominent lines are black while the catch-lines are small and light; that antique type appears all the blacker and bolder by reason of its juxtaposition with light-faced roman; that prominent lines are most prominent, when they are not followed or preceded by lines of the same length.

In a word, the inference would be that bold and effective display can be secured only by using the best method of making contrast; indeed, that display itself is nothing but contrast. To a great extent this is true, but not always correct. True it certainly is in regard to posters and all printing intended to be read at a distance, but not so in newspapers or bookwork, where violent contrasts are useless and in bad taste. Harmony in the grouping of type was essential in one case as contrast is in another.

And here we come to another rule—the finer, more artistic and elegant the class of work the less need of contrast and the more need of harmony. There may indeed be contrasts in the lines of the types, sometimes in the shapes, but there

Christmas Trade Specialties

DOWN COMFORTERS in SATINS, SILKS and SATEENS.

MADE UP HANDSOMELY.

Fancy Plush Cushions
Fancy Satin Cushions
Fancy Silk Cushions
Fancy Sateen Cushions



Fancy Tea Cosies
Fancy Chair Backs
Fancy Head Rests
Fancy Chair Seats

SEE OUR ALBUM OF COMFORTER DESIGNS.

Complete line of White Cushion and Cosie Forms. Letter orders promptly attended to.

The Toronto Feather & Down Co., Limited

Sample Room, Office and Factory, No. 74 King St. W., Toronto.

WYLD-DARLING

COMPANY, LIMITED.

November
Buyers sorting up
for Winter trade
will find in our stock
many novelties
as well as a
large assortment of
our regular lines
in all departments,
at old prices,
including

Men's Fleece-Lined Underwear.

Heavy Wool Half-hose.

Black Cashmere Half-hose.

Men's and Boys' Wool and Cashmere Gloves and Mitts.

Lined and unlined Kid and Mocha Gloves and Mitts.

Mufflers, Umbrellas, Collars.

Special values in White Shirts.

Complete range of Ladies' Underwear, Ribbed and Natural Wool.

LETTER ORDERS PROMPTLY ATTENDED TO.

WYLD-DARLING COMPANY, Limited - TORONTO.

GOOD ADVERTISING—Continued.

must be harmony in the general effect. All the lines must look as if they were in some way connected.

Methods of securing contrast may be thus classified :

I. Contrast of Size.—That is, types of various styles from agate up.

THIS IS AGATE.

THIS IS MINION.

THIS IS BREVIER.

THIS IS LONG PRIMER.

II. Contrast of Styles.—As roman, italic, antique, gothic, ornamental, scripts, etc.; also by the radical difference between capitals and lower case.

III. Contrast of Shade.—Roman type is light, while antique, gothic and titles are black in shade. By the skillful contrasting of these two distinct shades, the most violent contrasts are produced. Ornamental types occupy a middle position twixt the Tartarean blackness of antique and the "octoroonness" of roman.

IV. Contrast of Shape.—The plain form, condensed and expanded. The style of type used in one line must be in contrast to, yet in agreement with, the type in preceding and following lines.

* * *

Now please note, Mr. Ad maker, the following hints, and, if deemed worthy, apply the shears and file them for future reference.

Hint 1.—Two displayed lines of the same size and length should not be allowed together. Their proximity and uniformity prevent contrast and defeat display.

Hint 2.—Large display advertisements should have one leading line, superior to all others in size, clearness and effect. The words that give a key to all the other matter should have the greatest prominence; all else subordinate.

Hint 3.—Minor display lines should be of irregular length.

Hint 4.—When a number of display lines are grouped together, and all are intended to be set in the same style of type, the effect is heightened by giving them an irregular indenture, thus :

.....
.....
.....
.....

Hint 5.—There is no objection to many very large display types, provided there are not too many similarly prominent lines in same advertisement.

Hint 6.—Large display lines should never be close together; separate them by blank space or printed matter in smaller type.

Hint 7.—The value of large type is dependent on its contrast with the type preceding and following it. Frequently, the smallest type, by its very minuteness, if there be no large type in the same ad., makes nearly as conspicuous a line as one set in the largest type.

Hint 8.—Avoid a profuse peppering of italics or capitals.

Hint 9.—Display lines should be as nearly equidistant as possible. Nothing more disfigures display advertising than the huddling together of the leading lines.

Hint 10.—Seldom employ more than one style of display type in one advertisement. Vary the size as you may, but let the style be the same. This also applies to the reading matter.

Hint 11.—If dry goods be the theme, set introductions to items in, say, small pica lower case, and descriptions of goods in brevier.

Hint 12.—If these rules and cautions at first perusal appear needless and unprofitable, be pleased to take up any Canadian or American newspaper, scan advertising columns carefully and critically, and, honor bright, is'nt there another guess coming?

These columns, it is the intention of the writer to make very practical. From time to time he will present specimens of what he considers display masterpieces, and, by comments and annotations, endeavor to convey some hints or suggestions that may prove helpful and valuable.

* * *

SPECIMEN INTRODUCTIONS FOR ADVERTISEMENTS.**A Constant Study**

of the people's wants—tireless search of the world's markets to supply them—determination to always carry a

complete stock, coupled with the resolve never to be undersold. These are the things that have made this store great. These, the things that will continue and increase it.

Suggestion for heading :

Isn't it Queer that No One Else
can Draw Such Crowds?

The Substantial Advantages

we offer are attested by the heavy sales. The largest sales October ever brought, came to us last week. There must be substantial reasons for such patronage.

Cheap Furniture

is not always good, nor is

Good Furniture

always cheap, but we claim that ours at all times is both

Cheap and Good.

A
M
B
I

Knows no rest. One goal reached, another rises in advance. That's the spirit that made this superb stock the best we ever had. That's the spirit that pushes prices to the lowest level ever known. That's the spirit that watches and perfects every branch of our zealous service.

T
I
O
N

NEVER BEFORE

were Prices and Purses on such
a friendly footing.



MEN'S FINE TAILORED GARMENTS

Have You Seen Them ?

If not, and you have your own interests at heart, do not complete your Spring purchases until you have seen our samples.

3 REASONS

WHY YOU SHOULD HANDLE



GARMENTS.

FIRST—They are the best made and best fitting garments on the Canadian market. If you doubt this, don't take our word for it, but send for a few sample garments and sample cuttings.

The other 2 reasons you will discover upon examination.

THE...

Lowndes Company, Limited

61 Bay Street . . .

TORONTO.

GOOD ADVERTISING—Continued.**No Advertisement**

which promises more than it performs will be of value to the advertiser. We recognized this truth long ago, and our success is largely due to the fact that we have never violated the confidence of our customers.

A Comprehensive Exhibit of the Lowest-Priced Good Things, the Most Luxurious and every grade between.

In the desire to force Business

there is great danger of

OVERSTATEMENT IN ADVERTISEMENT

Or at least, of conveying erroneous impressions regarding qualities or values. At this time, more than ever, we desire to avoid such danger, by the use of moderate and conservative statements only; realizing that the prevalent practice of exciting great expectations, which are liable to disappointment, is a grave blunder, even as a matter of business policy.

Of this, at least, you can be assured, that no descriptions of dry goods can possibly be sold under any circumstances for lower prices than our great facilities enable us to sell them. Nor is this all. In certain lines, advantages over any and all competitors are constantly found at our counters. Put it to the test.

IF

Saving counts the same as gathering, these items cannot fail to interest:

* * *

BARGAIN SALES.

Poll the drygoodsmen from Maine to California, and ten to one will be the verdict in favor of "bargain sales."

While almost every merchant will concede that not another method is so effective in attracting new trade, a select few affect to be in doubt whether the benefit thus derivable be not bought too dearly, when purchased at the sacrifice of dignity and prestige and oftentimes at the expense of regular and legitimate business. By the latter, the 400 of trade, it is contended that bargain is a term to be tabooed—a business vulgarism suggestive of Bowery and buncombe—the mere mention of which would be fatal to a firm catering to a select and fastidious clientele.

* * *

But, were this objection invalid, another is at hand. A bargain, to be genuine, presupposes and implies a desirable article at an appreciable reduction in price. Now, the contention is, that in proportion as a bargain is under price, does it become difficult to sell regular lines at par. Hence, that the adoption of the "bargain sale" system is not only a negative detriment, but a positive injury to regular and legitimate trade. And, from many a standpoint, the argument is as sound as it appears plausible.

Very circumscribed, however, is the circle of a "smart set" and millionaires, alas, even in these days of trusts and monopolies, they are in a sad minority. As nine merchants out of ten are dependent for patronage upon the masses, not the classes, the objection to "bargains sales," as above cited, lose all their pertinence.

"Bargain sales" have been tried and tested in every form, and field, and the almost universal verdict is handed down that if of genuine merit and rightly conducted they cannot fail of satisfactory results.

So long, indeed, as economy is a consideration and money an object, the word "bargain" will prove a potent one to conjure with. Now, how should these sales be conducted?

* * *

In the first place, the bargain, so called, should, of course, be so in more than name. An attempt to palm off an everyday value as an extraordinary bargain may be temporarily successful, but, depend upon it, there will be a recoil as of a boomerang. Polished pewter may occasionally pass for solid silver, but, when returns are all in, the profits thus made will be difficult to distinguish from loss. Be positive that the bargain is a bargain.

In a small business, where the merchant is his own advertiser, no excuse can exist for misstatement. He not only writes the ad. but buys the goods, and knows whereof he affirms. In large establishments, however, where department buyers prepare their own list of "specials," misrepresentations are very common. This is a point calling for close scrutiny and ceaseless vigilance on the part of the proprietor. Heads of departments cannot always have real bargains on hand at advertiser's beck and call, and, in their anxiety to increase sales without sacrifice of profits, are prone to masquerade regular lines as extraordinary values.

* * *

The writer was once advertiser for a leading New York department store where this practice obtained. The junior partner undertook to stamp it out and succeeded. He called a meeting of his buying staff and said to them, in effect, thus: "Boys, there has been too much misrepresentation about advertised bargains. I am convinced of it. You may not think it a blunder. I deem it a crime. It must stop. Hereafter, every item before being admitted to advertising columns must be submitted for my inspection. You must tell me all about it. I don't expect you to be always buying bargains for special sales. You will make mistakes in forecasting fashions, or be too optimistic in gauging demands. That's natural. Don't be afraid to own it. Don't hide those blunders in stockrooms, or top shelves, only to be inventoried yearly at increasing depreciation. Bring them out, boys, and let's make bargains out of our mistakes."

* * *

That new policy almost revolutionized the returns from that firm's advertisements. They began to have a drawing power never before experienced. Yet the style and arrangement of the ads. were in no wise altered. But the magnets were stronger.

* * *

Secondly,—As the preachers say, the bargain should be an article both new and desirable—never a collection of shopkeepers or Rip Van Winkles. If, as in instance above cited, buyers make mistakes, as all will, they should be encouraged to clear them while still salable at whatever sacrifice.

Thirdly,—There should be a present demand for the goods. The sale of furs in Summer, or gauze underwear in

The St. Thomas Import Company

ST. THOMAS,
ONT. 

*A New Concern
with New Ideas.*

Dry Goods Specialties
and Notions.

See Our Travellers' Samples.

Umbrellas

FOR . . .

Christmas

Place your order early and
thus secure good delivery.
Our representatives will
call on you shortly.

The Irving Umbrella
Company, Limited.

20 Front St. West, TORONTO.

IN STOCK

20-inch and 27-inch Japan Silks,
23-inch Taffeta Finished Habutai,
(in complete range of colors)

Initial Silk Handkerchiefs,
Silk Scarfs and Drapes.

Ladies' Silk Ties,
Ladies' Crepe de Chine Ties,
Windsor Ties.

K. ISHIKAWA & CO.,

24 Wellington Street West, TORONTO, ONTARIO.

GOOD ADVERTISING—Continued.

Winter, though now somewhat the vogue, is not to be recommended. It is assuredly unsound in theory and very dubious in practice.

* *

Fourthly,—The ad should describe the article—the fuller the better. For example :

Women's night-gowns, worth 50c., only 39c.

Now, belief in the genuineness of this bargain is purely a matter of faith in the veracity of the advertiser ; whereas a fuller description would corroborate and emphasize the value thus ascribed, as for instance the same article thus described :

Women's night-gowns, fine muslin, tucked yoke, and V shaped, cambric ruffle regular value 50c for this sale 39c.

By such a description any woman knows that the garment must be worth the value claimed, which at sale price is an undoubted bargain. This lessens the tax on credulity.

* *

Fifthly,—The same "bargain sales" ad. should seldom appear twice in the same medium. There are, of course, exceptions to this rule—such for example, as in event of inclement weather. Otherwise, the inference is clear that the goods have not met with takers and are still endeavoring to awaken a drowsy public to an appreciation of their merits. If in daily mediums, change ads. every day. So in weeklies. Almanacs eschew.

MONTMORENCY COTTON MILL OWNERS.

At the annual meeting of the Montmorency Cotton Mills Co. the following shareholders were present: C. R. Whitehead, H. M. Price, John T. Ross, Alex. Pringle, Thos. Pringle, and L. G. Craig, also the following shareholders: John Dillon, Hon. P. Garneau, Robert Brodie, Wm. Brodie, Geo. W. Sadler, E. McDougall, G. Lemoine, E. Vadeboncoeur, W. D. Brown, N. Fortier, J. L. Hardy, F. Billingsley, S. H. Dunn, T. A. Piddington, E. W. Methot, L. C. Marcoux, F. G. Daniels. Mr. C. R. Whitehead, the president, was in the chair. A satisfactory report of the year's business was presented. The shareholders inspected the mill, as well as the new buildings, and appeared to be pleased at the size and capacity of the works. Samples of the product of the mills were shown in the room where the meeting was held, so that the shareholders were able to see exactly what sort of goods were being produced. The new cotton shed is an extensive building, being 245 ft. long, by 90 ft. wide. The upper storeys will also be used for manufacturing purposes.

VELVET RIBBONS.

An American exchange says: "Much to the surprise of the general trade, who predicted that the demand for velvet ribbons was spasmodic, the demand increases from narrow widths extending to the entire line." For our own market Brophy, Cains & Co. have just received a large shipment, in both cotton and satin backs, and are prepared to fill all orders promptly.

Lace of all kinds, says an English correspondent, but especially Honiton lace—hand-made—appears to be in high favor just now. The Queen's fondness for it is well known, and she has always preferred it for the wedding dresses of her daughters. Not so, however, with the generality of ladies. Brussels lace appealed rather to their taste, but with the new patriotic wave that has swept over the country the interest in British lace has been revived.

PROTEST OF THE SHIRT AND COLLAR MANUFACTURERS.

At a meeting of The Shirt and Collar Manufacturers' Association of Canada, held on October 12, 1900, in Montreal, the following statement was submitted to and approved by the meeting :

1. The shirt and collar industry in Canada was one of small compass previous to the introduction of the National Policy, but, having received a measure of protection thereby, it became one of great importance and prospered under that policy.

2. It has been conclusively proved that our industry has had to contend in a great measure against the pauper labor of Europe, and the slaughtering of goods by United States exporters.

3. Immediately before the last general election the then Mr. Laurier sent a request to this association not to oppose his party, and at the same time giving his assurance that in the event of the Liberals being returned to power no tariff legislation would be passed that would in any way injure our position.

4. The present Government, in readjusting the tariff, swept away all specific duties previously given, leaving the same duty on raw material as on finished products (manifestly unfair), thereby almost eliminating every vestige of protection which our industry had previously enjoyed.

5. After several petitions had been sent and deputations had called upon the Government in connection with our industry, the Cabinet recognized the justice of our complaint and inserted Clause 331-A in the revised tariff, but through influence, best known to the Cabinet, they withdrew this measure of protection, and by doing so left our industry liable to be seriously affected at any time, when business conditions were such that foreign exporters could seek our country as a market for the product of their underpaid labor or to slaughter goods.

6. The association has, on several occasions, waited upon the Government by deputations, and has pointed out the injustice inflicted on our industry by tariff legislation.

Private members have called personally on the Ministers regarding such injustice.

Members of Parliament on the floor of the House, and the press of Canada, irrespective of party, have pointed out the said injustice, but, notwithstanding this, the Government has refused to grant any measure of relief or to give our appeals a fair and businesslike consideration.

Wherefore, we, The Shirt and Collar Manufacturers' Association of Canada, in meeting assembled, hereby unanimously resolve: That the present Government having seen fit to take away from the shirt and collar manufacturers of Canada the protection they had in their several lines of manufacture, notwithstanding the protests of this association, of members of Parliament and of the press of Canada; and having since refused to grant any measure of relief from the injustice inflicted upon the shirt and collar industry, which injustice affects about 8,000 working people and a vast amount of capital, we, The Shirt and Collar Manufacturers' Association of Canada hereby put on record our unqualified condemnation of the action of the Government, in connection with our respective manufactures, and declare that the Government of the day is unworthy of the support of this association and of its members.

M. MARKUS

Foreign Manufacturers' Agent

...and...

IMPORTER

**Dry Goods, Tailor Trimmings,
Smallwares.**

Specialties

**Silks, Satins, Velvets,
Felts, Trimmings**

for Clothing, Shirt, Mantle, Fur, Cap and Whitewear
Manufacturers **always** carried in stock.

For Import: Dress Goods, Silks, Linings, Hat Ribbons, Laces, Hosiery, Gloves, Buttons and Smallwares

Correspondence Solicited.

30 Hospital St., - Montreal.

Toronto: 3 WELLINGTON ST. E.



Design A.

**DORCAS
THIMBLES**

Horner's Patent



Design D.

STERLING SILVER

Having an intermediate lining of steel
are almost impenetrable and of unequalled durability, rendering them

**The Most Popular
Thimbles of the Day.**



Design G.

Canadian Agent

H. PEARCE

14
Place D'Armes
Square,

MONTREAL.



Design K.

THE ...

Colonial Bleaching and Printing Co.

LIMITED

MONTREAL.

Spring Samples

NOW READY.

PRINTS,

DUCKS,

FOULARDS,

MOLESKINS,

SATEENS,

SILESAS.

DRILLS,

A DRY GOODS LETTER FROM NEW YORK.

Trade quiet pending the Elections—The Recent Silk Sales—Velvets having a Big Run—Gold Decorations Overdone—Fashions in Cloaks, Suits and Skirts—The Bishop Sleeve making way—Features in the Corset Trade—Latest Styles in Millinery.

From THE DRY GOODS REVIEW'S special correspondent.

New York, October 29, 1900.

THE general trend of business in the entire dry goods field for the past month has been along the same lines as from the beginning of the Fall season; viz: a great deal of activity but no volume to the individual transactions.

The season was slow in opening, and the evident inclination of buyers to hold back and be conservative, while not so pronounced, is still present. The questions of style that have been so long in coming to a head have been, to a large extent, eliminated, and there is nothing now in the way except a conservative policy and a lack of cold weather. On the whole, merchants have settled down to the firm conviction that there will be no change in the general run of light business, but that, in the end, the aggregate of sales will not be behind the record of previous years.

THE EFFECT OF THE ELECTIONS.

The outcome of the elections is a matter of great moment to the dry goods trade, and is the great topic of discussion at the present moment, for the time being even more important than style considerations. The entire business community has fixed its attention on this one event, and business has not that buoyancy and snap which should characterize it at this time of the year. Buyers are very cautious and will not commit themselves on any large deals till after the election—November 6.

The general uncertainty has apparently not extended to the public, as they have responded liberally, and after every period of cold weather a new batch of orders comes in, indicating that the people's wants are largely influenced by the thermometer.

STATE OF AFFAIRS IN SILKS.

The sensation of the silk trade was the auction of the surplus production of three large silk mills, consisting of over 7,000 pieces of black and colored taffetas, peau-de-soie, satin duchesse, foulards and chiffons, and about 1,000 pieces of imported novelties. Declining conditions in the silk trade have been responsible for overproduction, and a narrowing market has forced a good deal of the manufactured product on the market at prices lower than the actual cost of production. The auction sale was attended by some of the largest silk buyers in the country. The effect of the sale was more or less demoralizing on certain lines, as the silk market is none too firm. Black taffetas brought only fair prices, while the colored taffetas were sacrificed. The novelties also went very low. The purchases were well distributed between retail houses and manufacturers, and furnished the material for a series of special sales among metropolitan retailers, in which taffetas were offered as low as 37½c. per yard at retail.

VELVETS AT THEIR HEIGHT.

Velvets have had a very successful run this season and are still prime favorites in many directions. Plain blacks are the favorites for the medium trade, while panne and miroir effects have been singled out for the fine trade. There are many

novelties in striped, dotted and figured pannes, as well as raised floral designs and embossed and corrugated effects, that have been taken up with enthusiasm. For costumes and cloaks, plain velvets are most in requisition, while for waists, panne has the call. Exclusive of black, the popular shades are brown, cardinal, tan and grey. Velvets are also extensively used for trimmings on waists, jackets, skirts and hats. The finer goods are being imitated in the cheap cotton pile, and this may eventually operate against the whole field.

THE FAD FOR GOLD EFFECTS.

The most noticeable development in women's lines has been the craze for gold effects. Everywhere and on everything gold is being placed indiscriminately, and seemingly without any other reason than that it is the prevailing fad. Belts and chatelaine bags, partially or entirely of gold, gold braids for trimming waists and suits, gold and tinsel effects on neckwear and feathers, and such a mass of gold that it becomes tiresome to the eye. Gold braids that have in some instances been held for seven years have been brought out and marketed at prices that were not dreamed of a short time ago. The large unusual demand has created a shortage in the supply which has raised prices and has indirectly contributed to the greater prominence of this latest popular fancy.

CLOAK STYLES.

In the cloak field there is a greater degree of confidence than has obtained for many a day. The marked earlier tendencies in favor of long garments have developed into an actual demand, and many re-orders on long garments show which way the wind blows. The transition is not yet complete, and there is a compromise on the medium lengths, but the extreme long garments already predominate in the fine grades. The lengths from 36 to 40 inches are those on which the main business is being done. The most popular models have a semi-tight fitting back and box front. The box coat, 24 to 26 inches long, retains its hold and is a formidable rival to the longer garments. Of course, short jackets have not been thrown over entirely, but it is very generally agreed that the bulk of the demand for the rest of the season will centre on the long cloaks. Fur trimmings are very popular, as well as fur collars and revers. Silk brocades combined with furs are popular in the extreme lines. The popular colors are tan, brown, pearl, mode, grey, red, black and Oxfords. Plush and velour jackets, mostly in the longer lengths, are also in fair demand, as well as combinations of furs and plushes.

TAILOR MADES HOLD THEIR OWN.

The demand for tailor-made suits holds on remarkably well, probably on account of the continuance of mild weather. The blouse front is unquestionably the leader, but bolero effects are also prominent. There is a marked preference for trimmings, embroideries and gold effects rather than the plainness which has characterized this class of garments for so long. Military effects with gold braid are the newest addition to the line.

THE WALKING SKIRT.

In separate skirts, the walking skirt is still "king of the walk." The persistence of the demand for these garments

The Defender Mfg. Co., New York

LARGEST MANUFACTURERS IN THE WORLD OF

READY-MADE SHEETS AND PILLOW CASES.

They are made under the most approved sanitary surroundings.

Absolutely no sweat shop work.

Every article is produced in the Company's own factory.

The magnitude on which we work reduces prices to a minimum.

We claim absolute perfection for these articles.

Principal Brands : DEFENDER MILLS SELKIRK MILLS
PALMA MILLS WEXFORD MILLS

SPECIAL FEATURES.—Every Sheet and Pillow Case made by the Defender Mfg. Co. IS TORN, giving straight edges after washing. The stamped measurements on Defender Mfg. Co.'s goods indicate the length of the sheet or pillow case **after** hem is turned in, giving greater length than is customary.



Made of Defender Mills Sheeting.

A popular and well-known brand. For all ordinary conditions the most popular and economical.



Made of Palma Mills Sheeting.

A beautiful, fine and soft sheeting—improves with laundering. A favorite among people who are sensitive to the touch.



Made of Selkirk Mills Sheeting.

Very heavy and durable, resembling linen. In special favor with Hospitals, Hotels, Steamships, etc., where quality and hard service are required. Has the effect of linen and can be used with advantage in its place.



Made of Wexford Mills Sheeting.

The most beautiful sheeting manufactured. This fabric is strong, durable and fine in texture. The ne-plus-ultra of sheetings.

ALL GRADES MADE IN PLAIN HEM, HEMSTITCH AND HEM AND OTHER STITCHES WITH EMBROIDERY INSERTION.

Booklet of Principal Styles Sent With Samples and Quotations on Request.

NEW YORK LETTER—Continued.

indicates a widespread popularity that is bound to affect the skirt business in general and has appreciably affected some other lines. Prices (wholesale) run all the way from \$1.50 to \$25, depending on the quality of the material and the class of workmanship. In dress skirts, taffeta and peau de soie are in moderate demand, especially in flounced models and variously trimmed with ruffles and worked in tucks, plaits and hem-stitched effects. Graduated flounces are also in evidence. Broadcloths, plain and corded, and zibelenes are also selling well. There is a noted tendency to exaggerate the flare of the skirt at the bottom, and to accentuate the bell forms.

WAIST FASHIONS.

In waists there is a more decided movement in favor of flannels, which are beyond question the leaders of the market and engross the attention of all classes. All grades have come in for their share of popularity, from the waist that retails for 69 cents to the one that retails for \$15. In the medium grades, the more popular models are with vest and rever effects and Etons in contrasting colors.

Gold trimmings are very much used on the new styles—narrow and wide braids, bowknots, etc., are variously employed. The tendency to overdo is already apparent and will be the first thing to turn the tide of popular favor against this gaudy finery. Beyond this, there have been no radical changes since the beginning of the season and the earlier models with tucks, plaits, box plaits, fancy stitching and chenille are still in the foreground. Stripes of self material and color are much called for.

The "Bishop" sleeve is increasing in popularity and is regarded as the coming sleeve for the Spring season as well as for the balance of the Fall. A great variety of cuffs are shown, but, with the exception of fine dress waists in silk, the preference is for neat effects approaching the shirt cuff.

SILK PETTICOATS HEARD FROM.

A revival of interest in taffeta silk petticoats is apparent. For a long time the sale of silk petticoats has fallen off, but there is again a movement in their favor. Originally, mercerized cottons interfered with the cheaper grades and then white petticoats during the Summer. The unsettled price of silks was also another factor which operated against the taffeta underskirt, as neither manufacturers nor buyers could afford to load up on a declining market. The rainy-day skirt also exerted an adverse influence. However, the silk skirt is again popular, and is being bought very freely both for immediate needs and the holiday trade. Lace-trimmed effects are the most popular in the fine grades; the cheaper end still sticks to plain and novelty accordion plaitings and ruffles. The favored shades are turquoise and old rose, but black is far and away the leader. The prices range from \$3.25 to \$75 wholesale. The most popular styles are those which retail from \$5 to \$10. The rainy-day skirt is responsible for the demand for a rainy day petticoat which differs from the regular models only in length, being approximately 36 inches. Mercerized sateens, and various grades of domestic and imported mohairs are the popular fabrics in these models. In the general lines, mercerized sateens, and mercerized moreens are the favorites for the popular trade.

THE CORSET TRADE.

In the corset field the straight-front models have gradually worked their way into favor, and are now the most popular in the list. Of course, the regular shapes have not gone out of style, but, as is usual, every new departure is welcomed and

boomed along with so much noise that the staples seem to be neglected. Straight-front corsets have been selling for some time in the fine grades, but it is only lately that they have been brought out in the popular-priced \$1.50 and \$1 corsets. The accepted models have an uncurved steel and a medium bust, but there are extremes either way, with a preference for the low bust. The era of the straight-front corset marks a revolution in the corset industry, as it necessitates new patterns and a more radical change of models than has appeared for years. Whether the straight-fronts are here to stay, or will be only a passing incident of the same character as the short corset, is the burning question of the corset trade. The public are taking very kindly to the straight-front models, and there is every reason to believe that, for a time at least, the demand for straight-fronts will be on the increase.

THE FASHIONS IN MILLINERY.

Business in the millinery field has been active, but not brisk. The new play, "L'Aiglon," is responsible for many things, including the popularity of the Continental-hat, three-cornered, in felt, variously trimmed with gold braid and a cockade of ribbon or fancy feathers.

For the popular trade felt hats hold their own.

For the medium and fine trade the short-back toque with uplifted brim twisted into various shapes with trimming under the left side of ostrich or fancy feathers, the latter preferred.

Amazon plumes are very much in evidence, especially on the Amazon hat, which is shown in variously modified forms with the front brim pointed down and plain or trimmed rolling sides and a bell crown.

Plume effects also are quite prominent in hackle and nageois, usually combined with ostrich plumes and set off with steel or gold buckles.

Mirroi, panne and embossed velvets are in the front rank of popularity.

WM J. BRANDT.

CHRISTMAS PRESENTS.

A very inexpensive present for the Christmas time is a fancy box of handkerchiefs (and, too, a profitable line for the retailer). Brophy, Cains & Co. have just received a full range of childrens' and ladies' handkerchiefs, put up in fancy boxes in $\frac{1}{4}$ and $\frac{1}{2}$ dozens. All prices, from \$1.30 to \$7.50 per dozen boxes. These are all exclusive designs, very free sellers, all put up in cartons of half dozen boxes.

Mr. J. W. Elliott, of Windsor, N.S., has enlarged his store by taking in the one next door, and using it entirely for men's furnishings. There will be an archway connecting the two stores together in the rear. This gives Mr. Elliott a frontage of 75 feet.

Messrs. Hebert S. Cowan, V. E. Ashdown and H. B. Johnston, son of W. R. Johnston, of Toronto, were about starting a window shade factory in Toronto, under the name of The Merchants Shade Co., but before completing their arrangements they were successful in buying out The Menzie-Turner Co., Limited, manufacturers of window shades, etc. The new firm will run under the style of Menzie-Turner, Limited. Mr. V. E. Ashdown will represent them in Western Canada. Mr. Heber S. Cowan, who was formerly representing Geo. H. Hees, Son & Co. in the Maritime Provinces, will resume his old ground for the new company.

The Pride of America!

A leader in FLANNEL WAISTS from the "F.&R." line.



No 1122 Made of all-wool French flannel front and back with graduated straps, gilt buttons on box plait and straps in front; all leading shades

\$2.25

Complete line of Waists in
French Flannel, Cashmere and Henrietta Cloths
from \$2.00 up.

The most popular line of SILK WAISTS in America. Prices from

\$2.37½ up.

Also Satins and
Peau de Soie.

SEND FOR SAMPLES

Our only terms:
3 per cent. 10 days
No dating.

Prompt Deliveries.

Floersheimer, Roman & Hahn,

Export Department
73-75 WOOSTER ST.
NEW YORK.



SYSTEMATIC SAVING

Can be accomplished by taking out an

**Unconditional Accumulative
Endowment Policy**

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HEAD OFFICE - - TORONTO

Under this form of Policy a man can obtain complete protection for his family, while capital is built up from year to year, to be used by himself in his old age. The Policies are absolutely free from conditions, and contain liberal privileges as to Extended Insurance, Cash Surrender and Paid-up Insurance.

Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

W. C. MACDONALD,
Actuary

J. K. MACDONALD,
Managing Director

THERE'S A DIFFERENCE IN GLOVES.



**SEE THAT
YOU
GET THE
RIGHT
KIND.**



STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H.STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

Among Our Retail Readers.

Phases and Incidents of Trade in the Stores
of Progressive Merchants.

SPOT CASH & CO. is the very suggestive name of Robert Sterling's dry goods store in St. Thomas, Ont. The firm have lately been compelled to move to more commodious apartments on account of the increase in their business, and on September 15 held an opening in the new store which was a huge success. Hundreds of people took the opportunity to make selections from Spot Cash & Co.'s well-assorted stock. During the opening a phonograph rendered a programme of the latest selections in vocal and instrumental music. The firm are giving to their customers 1,000 souvenirs of the St. Thomas boys in South Africa. The new store presents a handsome appearance, both outside and inside, the windows being especially attractive.

HAS ADOPTED THE CASH SYSTEM.

James Buchanan, dry goods, Deseronto, who has adopted the cash system, is well pleased with the results.

BUSINESS IS GOOD.

Crumley Bros., Kingston, have moved their finely-assorted dry goods to new buildings. The new store is up-to-date in every detail, the size being 27x133. It is heated by hot water, and lighted by prisms. Their cash system is the Sampson's electric cable system, run by a motor of their own. They report business as far ahead of other years.

A FREDERICTON STORE'S SUCCESS.

Three years ago, Mr. M. Fickler came from Quebec city and opened a dry goods store in what is known as the John Macdonald Block, Fredericton, N.B. At that time he only had half of the block. But, with rapid-growing business, Mr. Fickler was forced to take in the whole block. Last Spring he bought the stock of T. G. O'Connor and took over his store, which adjoins his own.

Mr. Fickler said "I am running a dry goods departmental store, carrying everything in that line." When asked how he could account for such growth of trade in so short a time, he merely answered "advertising. I use the daily papers regularly, but I never allow one ad. to remain more than 24 hours without being changed."

"One thing I do, and which I find pays me, is to give my clerks two weeks' holidays every Summer. They come back fresh and with more vigor for work."

Mr. Fickler visits Quebec, Montreal and Toronto about four times a year for ideas and to pick up job lines that he might happen on. Between the stores is a door leading to the second storey. In this he has placed a mirror the full size of the door. On the top is "M. Fickler & Co.," and the bottom, "Dry Goods, Etc." It is so placed that one cannot pass without noticing it, and the ladies pass up and down to see if their dresses set right, which makes a good ad.

Tennant, Davis & Clarke, of Fredericton, have made improvements in their fine store, and the addition made not only gives them more room, but adds as well an exclusive department which their increasing business made necessary. A large and ornamental balcony has been built along one side

at the rear of their main store, the balcony being supported by iron rods from the ceiling, is reached by an easy flight of steps. This balcony has a polished hardwood floor, and is finely fitted up in every way. It is used exclusively as a cloak department.

A. Sweet & Co., general merchants, Winchester, report business very prosperous, and wrote their receipt 1902 for the first time.

Fahey & Co., Napanee, show a pair of the best dressed windows we have seen. "Study and perseverance" is their artist's motto.

J. Thompson & Bro., general merchants, Havelock, report having a successful season's business and are now opening a general store at Cordova. The gold mines at this place are just now booming.

R. Miller, Deseronto, has enlarged his premises to make room for his ready-made clothing and men's furnishings, which now occupy a separate department, entered from the main store by an arched doorway, and is enjoying a prosperous season's trade.

Pettersen & Heckbert's store at Chatham, N.B., is being greatly improved. The high steps in front have been removed, and the floor lowered nearly to the sidewalk level. Workmen are changing the other half side of the building, formerly used as a residence, into a store.

Graff & Wepler, of Hanover, will remove their entire stock into E. S. Cressman's old stand, and the owner of the block is making extensive improvements. The store will be painted, new plate-glass windows will be put in, and the windows will also be deepened, in order that the firm may make a good display. The changes made will give easier access to the spacious millinery department on the second flat.

Frank Stevenson, Simcoe, has moved into handsome new premises in the Mather block. No expense has been spared in the renovating of the place. A fine plate-glass front, with expensive paper of artistic design and the best graining unite to make the new store one of the most commodious and handsome tailor shops in Western Ontario.

NEW BELTS.

For the Christmas trade, Brophy, Cains & Co. are showing some new patent leather belts, in novel shapes and finishes, such as the tapering belt which is still a hot favorite, the "shaped" belt, a novelty tending to lengthen the waist, the pointed belt and, of course, also staple lines, with snap and buckle fasteners; also some lines in the soft Swede finish, so much asked for now. Popular prices in all makes.

TWO GOLD MEDALS.

Messrs. G. D. Ross & Co., 648 Craig street, Montreal, Canadian agents for Henry Millward & Sons, Limited, Redditch, England, have just received information to the effect that the exhibit of needles and fish hooks that their firm made at the Paris Exposition won for them two gold medals. The list of awards that this firm have won for their celebrated products is growing quite lengthy, for they obtained the highest awards in needles, fish hooks and fishing tackle at Chicago in 1893; Antwerp, 1894, and Brussels, 1897. This is eminent proof of the superiority of workmanship of the Washford Mills.

REDS—

are very fashionable this season, and one can notice the growing popularity of this color on our city streets where red and red mixtures are strongly in evidence amongst well-gowned women. We are showing various shades in

HOMESPUNS

VENETIANS

FRIEZES

BROADCLOTHS

SERGES

BEAVERS AND

BOX CLOTHS

and merchants leading the trade in their respective towns should place their orders while our assortment is intact.

SAMPLES TO THE TRADE ON APPLICATION.

Nisbet & Auld

TORONTO.

"Lawrus" Fabrics.

REGISTERED TRADE MARK NO. 176206.

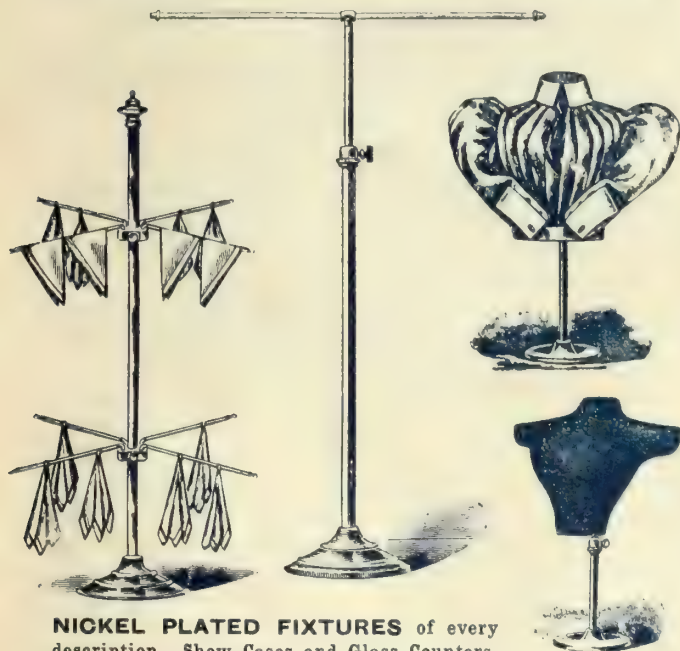
These Dress Fabrics can Only be
Supplied by ❁ ❁ ❁ ❁ ❁ ❁

Law, Russell & Co.

BRADFORD.

EVERY YARD IS STAMPED "LAWRUS."

DISPLAY FIXTURES.



NICKEL PLATED FIXTURES of every description. Show Cases and Glass Counters, Mirrors of all kinds, Wax Figures, Ribbon and Lace Cabinets, etc.

Write for prices now and be ready for the Christmas trade.

CLATWORTHY & CO.,
46 Richmond St. West, TORONTO.

BEAVER LINE ROYAL MAIL STEAMERS.

Sailing weekly between Montreal and Liverpool in Summer, and St. John, N.B., and Liverpool in Winter.

Calling at Queenstown and Halifax, N. S., each way, to embark and land Passengers and Mails.

"LAKE ERIE" and "LAKE CHAMPLAIN" (New)
9,000 Tons, Twin Screws.

Special Notice. The New Twin Screw R.M.S. "Lake Erie," now engaged in the transport service by the British Government, will be placed on this service as soon as she is released, and revised sailing lists will be issued announcing her sailing dates.

For full particulars apply to any of our agents or write direct

ELDER, DEMPSTER & CO.,
- 6 St. Sacrament St., MONTREAL.

A Letter from Ontario.

MESSRS. THE BRITISH AMERICAN DYEING CO., MONTREAL.

DEAR SIRS,—We wish to congratulate you on the very satisfactory manner you have dyed and finished the goods which we sent you in June, and as per your invoice of July 13th. For redyes, they are the best finished goods we have ever seen, every piece being as perfect as if the work had been done in France, and we have had no difficulty in selling them from stock as new goods. The writer has only recently returned from Europe or we would have written you upon receipt of goods. Your statement is to hand (\$40.15) and draft will be paid with pleasure when presented. We are, yours very truly,

I hereby swear that this letter is a true copy and came to us absolutely unsolicited. Name will be given to any intended customer.

Letter Address: Box 158, Montreal.

JOHN CLIFF, Cashier

Hat, Cap and



Fur Trade.

Present Retail Trade.

The retail hat trade has not been so good for a number of years as it is this Fall.

The American tourist trade has been exceptionally large in the cities during the past few months, the sales being principally on fedoras, in all shapes and styles. The grey shades are now disappearing and for cooler weather dark browns are being worn.

The trade in stiff hats is at present equal to, if not greater than, that in fedoras. The small shape is selling particularly well to young men, while a large crown and brim is worn by older buyers.

Sables In England.

Sable has become so prohibitive in price of late years, writes "Norah" in *The Draper's Record*, that the fortunate possessor of good sables is scarcely to be blamed for taking every opportunity of displaying the same. Fortunately, the soft beautiful hues of good sable render the fur equally suitable for evening or for day wear. Thus, nothing could have been more glorious than a long white cloth wrap, trimmed with the inevitable cloth applique—in this case stitched on with silver thread—and garnished with a high collar, and revers of the matchless fur. The sleeves were very smart, and might have been inspired by one or other of the altogether admirable "Stuart" sleeves in the "Nell Gwyn" pieces. They are very wide and open, and bordered with sable, but underneath were undersleeves gathered unto a wristband, and of very rich silk guipure of the fashionable Paris ecru shade. I have seen, with great admiration, several wired colors of this lace, and duly envied those who wore smart little boleros of it. There is a certain quiet chic about the tone, which will for ever preserve it from being the beloved of the "Arriettes," who providentially prefer a good, deep, effective, coffee-colored garniture.

Hat Trade Notes.

Rabbits, once a pest in Australia, are now a source of considerable wealth. The skins are exported for hat fur. For the year ending June 30, 1900, the colony of Victoria exported nearly \$1,250,000 worth of rabbits.

W. A. Giguere & Frere have commenced the hat and fur business in Montreal.

F. C. Fraser & Co., London, Ont., have commenced the manufacture of hats and caps.

A. Gorn & Co., hatters and furriers, Montreal, have assigned to Bilodeau & Chalifoux.

James H. Rogers, hatter and furrier, Winnipeg, Man., has assigned to E. R. C. Clarkson, Toronto.

Hats for men are imported into Paraguay from England, France, Buenos Ayres and Montevideo. The selling prices are exorbitant, twice as high as in the United States for the same class of goods. A derby, which costs about \$2 in the United States, sells there for \$4 and sometimes \$5. Soft hats are

very much in demand and sell at even a greater profit. The hats which have the largest sale are of good, but not of the best, quality.

British hat makers supply most of the Egyptians with headgear. In men's hats they do the most trade; Italy, whose trade is increasing from year to year, coming second; in soft hats Britain is almost unrivalled. France practically monopolizes the trade in ladies' and tropical hats, and also does a good trade in caps, but in men's straw hats she has lost her trade in favor of the cheaper Greek article. English felt hats are the dearest, costing from \$1.25 to \$2 apiece, whereas the Italian article only costs from 5 to 7 francs.

Decline in Furs.

The October fur sale of C. M. Lampson & Co., London, Eng., which has recently taken place, showed a decline in the majority of goods offered, especially in the article of fox. The decline on this latter line amounts to from 25 to 50 per cent. on the different species, the red showing the heaviest reduction, of 50 per cent., from the values of last March. This was anticipated, as red fox has been considered by all the dealers to have gone considerably beyond its value during the past season. Beaver remains at the same value it maintained last Spring; wolf is 50 per cent. lower. A few of the Australian furs have held their own in price, one or two lines advancing slightly above last year's prices—about 5 to 7½ per cent.

The March sales will, no doubt, be governed to a certain extent by the prices obtained at the October sales, and a general decline in values is anticipated.

There have been newspaper reports to the effect that Persian lamb has advanced 20 per cent., but reliable sources of information could not confirm the statement. Persian lamb is firm, but any change in price is not noticeable.

The Boer and His Hat.

The Boer is not a stickler in the matter of dress. As long as he is more or less covered up and protected from the cold—for heat has no effect on him—he is all right. His clothing is, as a rule, a collection of odds and ends picked up at the trading store, and no two Boers are dressed quite alike, with the exception of their headgear, and in this respect they all exactly resemble each other. A few of the leaders of the nation, including the President, have adopted the silk hat, but these do not represent the country; they are but sands in the desert and have no bearing on the subject. The Boer hat is what is called in South-African parlance a "smasher." Like its wearer, it invariably presents every appearance of neglect. It is always in the last stage of decay. The man who has seen a Boer wearing a new "smasher" has not yet been discovered.

The Boer uses his hat for many purposes besides the one for which it was originally intended. When he is on the veldt he will use it to take the kettle off from the fire. If he wants

ALL ABOUT HATS.

SOFTS.	STIFFS.	STRAWS.	CAPS.	NOTIONS.
We have them in the following makes : STANLEY RICHMOND BERESFORD MILNER and Rough Riders in . . STETSON ROELOFS RUTAN ALL CHOICE GOODS.	Never had so large a variety. CARRINGTON COOKSEY THORNTON STANLEY BERESFORD are some of the makers. The trade admit our samples excel anything shown.	We placed . . heavy advance orders in view of an expected rise in price of CHINESE PLAITS. The advance has come but does not affect us. Others are less fortunate.	1901 is to be a big CAP YEAR. We are ready with lines to retail from 10c. up. Handsome Patterns. Exclusive Designs. Rock Bottom Prices.	RACKS STANDS BRUSHES BANDS GUARDS ETC.

JAMES CORISTINE & CO., LIMITED
 469 to 475 St. Paul St. **MONTREAL.**

Established 1785.



REGISTERED

BEE HIVE Knitting Wools

-- MADE BY --

J. & J. BALDWIN, HALIFAX, ENG.

The Oldest Established
and Largest Makers of

ALL KINDS OF KNITTING WOOLS

KNOWN ALL OVER THE CIVILIZED WORLD

Scotch Fingering
Wheeling
Petticoat Fingering
Soft Merino

Berlin Fingering
Balmoral Fingering
Merino Fingering
Soft Knitting Wool

Vest and Silk Vest Wool
Lady Betty
Shetland
Andalusian

Pyrenees
Fleecy
Dresden

All of the BEE HIVE Brand, and also Red Letter BB Scotch Fingering.

Especially Adapted for Cycle Hose and Sweaters

We claim that they will knit further and wear longer than any other make.

Wholesale Only

Send for Samples.

Agent

Duncan Bell

MONTREAL and TORONTO

HATS AND CAPS—Continued.

a drink he will dip the hat in the stream and drink from the brim; in this case he will turn it inside out to let the damper part dry, and will wear it in this manner. When he does this he presents an even more bizarre appearance than is usually the case. When he feels the need of a handkerchief the hat again comes into use as a substitute, and when he goes to bed at night he uses it as a nightcap by pressing it well down over his ears. I lived on one occasion for several months on a farm in the Transvaal. During this period, the only occasion when I saw the "old man" without his hat was one night when, as we were driving back to the farm from the dorp, it blew away, and he was unable to find it. When we arrived at the house he went hastily into the back room, and presently returned wearing another head-covering, which was an exact duplicate of the one he had recently lost. It is this incident which leads me to hold the opinion that in some far gone age the Boers laid in a stock of hats, and that they keep them until they have, so to say, properly matured before using them. The Boer in question had lost over 20 head of cattle by the rinderpest, but the loss of his hat seemed to prey on his mind more than the loss of his cattle; and in his grief he finished the bottle of whiskey I had brought back with me before he retired.

On the farms the women also wear the Boer smasher. It is painful to have to speak ill of the weaker sex, but the Boer woman is the most unlovely specimen of femininity that the world has yet produced, and the smasher does not in any way detract from this appearance. To see a Boer woman, weighing about 15 stone, wobbling across the yard in ill-fitting "veldtschoen," and with a dirty smasher hat crushed down on her ill-kempt locks, is enough to turn a man into a woman-hater on the spot, until he returns to the colony and fairer objects drive the hideous spectacle from his mental vision. I have never yet penetrated into the inmost recesses of a Boer hat, and I do not know where they were originally manufactured, and whether the maker put his name inside them or not, but I would be willing to lay reasonable odds that he did not do so.—Sydney Storekeeper.

Military Headgear in Africa. Nearly all of us out here in South Africa on service keep two different kind of hats, writes a military correspondent of The London Times. One which we wear on parade and in which we do our work, and another which we keep for comfort, and change into as soon as we arrive in camp. The first is, of course, the helmet, and its qualities may be summed up as follows: It is uncomfortable, and is the cause of many a headache after a long day. It is heavy and hard for the head. It leaves nearly the whole of the side of the head exposed to the sun, by reason of its being cut away too much over the ears. It affords practically no protection to the eyes from glare. In fact, many of us out here wear it with the back part in front to obviate this as much as possible. You cannot see through your glasses properly unless you tilt it on to the back of your head, as the front part gets in the way. The other is the broad-brimmed soft felt hat, better known, perhaps, to people at home as the "Buffalo Bill" pattern. This is the most practical headgear for any country, except India, that has ever been invented.

A Canadian Hat Man Honored. Recently the employes of Robert Crean & Co., Toronto, which for a long time was known as Dunnet, Crean & Co., held a pleasant meeting in the sample-rooms of the factory on Balmuto street. The occasion was for the honoring of Mr.

Thomas Dunnet, the retired partner, who is going to take a well-earned rest. In order to assist him in his laudable intentions, the firm made him a present of an enticing easy chair, covered with leather. The presentation was made by Mr. Frederick E. Bailey. In doing so, he referred briefly to the admiration and respect which everybody who knew him had for Mr. Dunnet, who had taken such a considerate interest in all who worked under him. Short speeches in a similar vein were made by Mr. Williamson and Mr. Lunkerley. Mr. Dunnet was completely surprised by the gift, and expressed his appreciation of it and of the spirit which had prompted it in a feeling response. Before concluding, he expressed every possible hope for the success of the new firm, and was cordially thanked for these sentiments by Mr. Crean. The new firm are starting out with the good prestige obtained by the old, and, therefore, under good auspices.

THE CORSET TRADE.

The introduction this season of the straight-front corset marks a new era in the manufacture of this necessary addition to ladies' apparel. While many manufacturers have placed on the market a straight steel corset, they have not yet carried out the idea of the French model, which throws all the muscles of the chest forward, and gives a desirable effect and an erect form, a name that several manufacturers have adopted. When this was first introduced it was looked upon as a fad, but the actual wear of erect-forms proves that it is no fad, but will soon be the only shape that will be accepted by the ladies of Canada. This statement may seem bold, but examination of erect form corsets, as manufactured by Brush & Co., clearly demonstrates that such is the fact; and, when the views of the principal buyers and many manufacturers in the United States are taken, the prophecy will not seem to be exaggerated.

Brush & Co. are the first Canadian firm to take up the manufacture of the real French model straight-front corset, and they are of the opinion that this corset has come to stay and will revolutionize the manufacture of this garment.

MONTREAL BUSINESS DIRECTORY.

Messrs. John Lovell & Son have just published their thirteenth edition of Lovell's Business Directory, that book indispensable with Montreal business men. It contains an index to streets, tariff of Customs, and names, business and address of every firm or person doing business in Montreal. It is corrected up to July, 1900. A miscellaneous directory has been compiled with great care and adds to the book's worth. A guide to streets will serve as a handy reference. The binding is tasty and reliable. In board the Directory will sell for \$1.50, 400 pages.

Trefousse & Co., manufacturers of kid gloves, Chaumont, France, having secured all highest awards at previous Expositions, were placed "hors concours" (beyond competition) at the Paris Exposition. Nothing could emphatically confirm the known merits of Trefousse gloves as this honor conferred by the French Government.

The pretty town of Omamee can certainly boast of its fine stores. The firm of T. Ivory & Sons, general merchants, of that town, have fine premises and one of the largest stocks of dry goods and groceries in that part of the country. The store is fitted up with all the modern fixtures, and lit by gas (their own plant). They intend to introduce plate-glass counters soon in which they will show their splendid assortment of smallwares.

Our Illustrated Catalogue of FUR GARMENTS, CAPES, NECKWEAR, etc., for season 1900 will be issued shortly. Send for one. You will find the styles are up-to-date and it will pay you to write us for prices.

EDGAR, HATS and FURS.

CORISTINE & CO.

MONTREAL.

Our travelers are now on the road with our full range of Hats, Caps and Straw Goods for Spring 1901.

Successors to GREENE & SONS COMPANY.

THE CANADIAN PRESS CLIPPING BUREAU

Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

Terms—\$5 per hundred clippings; \$40 per thousand, payable in advance; but a yearly contract will be found the most satisfactory.

We have also lists of firms in every branch of trade in the Dominion, the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

THE CANADIAN PRESS CLIPPING BUREAU,

505 Board of Trade,
MONTREAL.

26 Front St. West,
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THE

CANADIAN COLORED COTTON MILLS COMPANY

Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

D. MORRICE, SONS & CO., AGENTS
MONTREAL and TORONTO

"Maritime" Wrappers

Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

We Want Your Order

FOR THE

20TH CENTURY.

THE ...

Maritime Wrapper Co.

Limited

Agencies in

Halifax, St. John, N.B.,
Montreal, Toronto, Win-
nipeg, and Victoria, B.C.

WOODSTOCK, N.B.



WHITE HORSEHIDE

is the material of which

KLONDIKE BRACES

are
made.

This guarantees wear and the crowds who buy them because they find them **comfortable** and **convenient**, proves that they are otherwise **satisfactory**. Price, \$4.50 per dozen.

For sale by—London, McKag & Co. - Toronto.

Thibaudeau Bros. & Co. - Quebec.

McCall, Snelhyn & Co. - Quebec.

W. J. CHAPMAN, Mfr., WINGHAM, ONT.

WESTERN

Incorporated 1851

ASSURANCE COMPANY.

FIRE AND MARINE

Head Office
Toronto,
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Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

CARPETS, CURTAINS AND WALL PAPERS.

TRADE OUTLOOK IN THE UNITED STATES.

THE disposition of many jobbers to make no arrangements for the coming season until after the election has been somewhat modified in a number of instances of late, as, for example, in the orders recently given to certain Philadelphia ingrain manufacturers to start on Spring goods, on their full capacity and time. This, says The New York Carpet Trade Review, may be fairly taken as the result of the growing confidence in the success of the sound-money candidates, and it now seems probable that a considerable number of other orders may be placed before the election.

It is not wise for buyers to figure very confidently upon any reduction in prices for the coming season, and it is certain that there can be no slump. It is indeed not at all probable that prices will be any lower.

The new lines of ingrains will be complete by November 1, but the new samples of 3 4 goods will not be shown earlier, as a rule, than November 10.

The advance on certain grades of straw mattings has been forced by these goods being now only procurable at a cost which makes them subject to a higher duty than was ever before imposed on them. The latest news from China is not reassuring to the matting trade, for it seems to show that the feeling against foreigners is growing stronger and bolder in the South, including the matting districts, where it has hitherto been held well in restraint.

Retail trade has been quite active during the past fortnight, and would doubtless have been much better if the unseasonable weather had not interfered with it.

Cotton carpet yarns keep advancing and the prices of all cotton carpets are stiffer than a few weeks ago. Smyrna rugs are selling at extremely low prices and seem to be a good purchase.

WALL PAPER AND ITS INCREASING USE.

A representative of a leading wall paper company dropped into our office the other day regarding his advertising, and we asked whether the limit of demand had been reached in his line. He appropriated our easiest chair, lit a cigar, and said: "I'll tell you how it is, Mr. Editor, I contracted for a 7-foot board fence between a lane and the end of my lot. It was to be painted on one side. When I went out to see it I found it painted on the lane side, leaving a rough wood landscape decoration viewed from my dining room. Now, about half the people in the country are still decorating the outside, which they don't see, and neglecting the interiors, which they not only see, but are greatly influenced by. A man need not own a pretentious dwelling to secure all that is good in decorative wall treatment within. If he uses ordinary taste he can give character to each room, and everything in it will borrow from the result. It is, in fact, the chief furnishing of an apartment, besides covering what was possibly an unsightly wall.

"In art, nothing is too high for its influence or too low for its attention. Yes, it's an artistic age. Why, I know a small house which quickly rented at \$100 advance after it had been

papered in an artistic, yet in an inexpensive way. I'll give you an idea of the scheme:

"The drawing-room was hung with a fine rococo combination in embossed cream, greens, gilt and silver; the dining-room with a rich red English velvet design; the library or smoking-room with

upper thirds of a fine 12-color French floral on a buff ground, softened by tapestry treatment; the hall, an exquisite Empire filigree design in blues, browns and aluminum, which appears suspended before a steel-blue ground, producing a most original and beautiful effect, of which the eye never tires. Then the bedrooms. In each a different influence was obtained. In the largest, the 'white room,' a life-sized yellow rose and vine lost itself in a fine frieze above; in another, a colonial stripe in blue silk and minute pink florals; another, a dainty chintz in a pansy design, while an exquisite 22-inch French cretonne, in pale pink and yellow wildflowers, completed what proved to be 'unity in variety, which is the standard of beauty,' and that decorative art which nearest approaches this rule represents all that is best and worthy of aspiration, its highest idea being to make useful things beautiful. Nor need such a result as I have outlined be beyond the reach of anyone of very moderate means, nor imported material used, which many years ago there was some excuse for.

"In the case I have referred to, every pattern was produced by The Watson, Foster Co., Montreal, whose papers, owing to their progressive style and color effect, find increasing sale in the United States and other countries. For, while existing Canadian factories can more than supply home demand, they really require an export trade to fully employ their machines, yet the interest in better qualities and artistic effects is rapidly increasing. The younger generation is developing an artistic taste which is very noticeable—in bedroom papers to begin with. This is only natural, for there is something so cool and refreshing about a bright, pretty, wall-papered chamber, that one's sleeping reflections and waking thoughts are positively influenced by it."

THE ENGLISH CARPET TRADE.

Business in carpets at Kidderminster is awakening, after the slack season and the interruption of the elections. Orders begin to come to hand, and in an encouraging way, inasmuch that many are for prompt delivery. Stocks are evidently low, and buyers are inclined to restock themselves before the busy season, when they may not be able to get their goods as quickly as they could wish. New business in yarns is quiet locally, and fairly good for foreign markets. Spinners are getting to be well engaged, and the tendency certainly is not to press sales at present prices.—Textile Mercury.

FORTUNATE FOR THE TRADE.

Foreseeing the inevitable advance in cotton and all materials entering into the manufacture of upholstery goods, Messrs. Geo. H. Hees, Son & Co., early in the season, almost "plunged" in their purchase of materials for their own factory, and also placed immense orders for imported goods. They made no mistake, and the result is they are now offering to the trade these goods at prices far below the figure they otherwise could be sold at. Their line consists of furniture coverings, curtains, draperies; portieres, in silk, cotton, tapestry and chenille; table covers and a general stock of upholstery

GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

**CANADA BEING A
WOODED COUNTRY**WE HAVE SPECIAL
OFFERINGS OF**WOOD CURTAIN POLES
AND WOOD TRIMMINGS**Splendid Finish,
Handsome Patterns
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.

OFFICE: 71 BAY ST



TORONTO FACTORY

**OPAQUE
SHADE CLOTH.**CURTAINS, DRAPERIES,
FURNITURE COVERINGS,
UPHOLSTERY GOODS,
LACE CURTAINS Etc.

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:
"HEES" TORONTO.

We manufacture everything in the line of

Window Shades,

and sell them at a price that affords the retailer LARGE PROFITS.

**We Have in Stock Over One Hundred Thousand
Pairs of Lace Curtains.**

The retailer can sell them at a good profit all the way from 35c. a pair to \$20.00 a pair.

UPHOLSTERY GOODS.Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash
Curtains and Nets, Brass and Wood Poles and Trimmings,
Stair Plates, Drapery Pins, Etc.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

CARPETS and RUGS

Standard goods, eleven different brands as follows :

- "LEADER"—a ready seller.
- "CHICORA"—for a cheap carpet second to none.
- "ROYAL"—sells at sight,
- "ANGORA"—a cheap article with superb qualities.
- "CRESCENT"—most beautiful.
- "MAGNET"—a cracker for 50c.
- "DOMINION"—a super carpet at a medium price.
- "OXFORD"—a wearer.
- "GRANITE"—the name sells it.
- "CANADIAN"—noted for purity, the best 2-ply wool carpet in the world.
- "MONARCH"—our famous 3 ply.

YOU SHOULD SEE THEM.

Rugs, Mats, Curtains, Covers.

Canadian Agents for THE MOSS ROSE MFG. CO.,
of Philadelphia.

ROYAL CARPET CO.

GUELPH, ONT.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

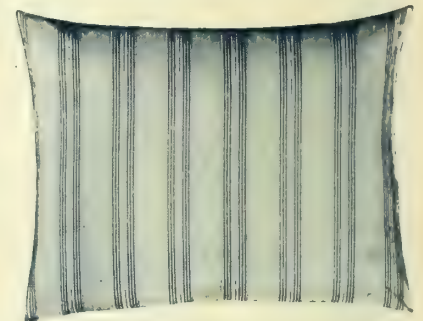
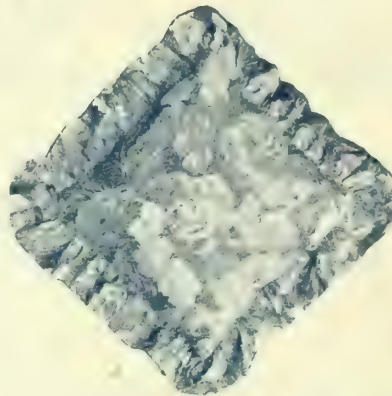
FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West, TORONTO.

Swell Goods for Christmas Trade



**SPECIAL LINES IN SILK AND SATIN DOWN QUILTS,
ELEGANT DESIGNS.**

Large assortment of Fancy Cushions, all ready made, in Sateen, Silk and Satin. Besides a beautiful range of Fancy Japanese Silk Covers, 22 x 22, which we will sell filled or unfilled as desired.

This is an opportunity you cannot afford to miss, so order early.

CANADA FIBRE CO., Limited, 582 William Street, MONTREAL

Manufacturers of "PERFECTION BRAND" COMFORTERS, CUSHIONS, PILLOWS AND COSIES.

W. TAYLOR BAILEY



Upholstery Supplies,
Drapery Fabrics and
Brass Goods,

MANUFACTURER OF

Window Shades.

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all A1 goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 ^{Victoria} Square, Montreal.

The Guelph Carpet Mills Co.

Limited.

FINE BRUSSELS, WILTONS,
and INGRAINS.

Superb designs and colorings; strictly pure stock. Brussels and Wiltons, 3, 4 and 5-frame, borders and stairs to match. Ingrains, 2 and 3-ply, all standard grades. Art squares, 3 and 4 yards wide, any length.

Goods which are Most in Demand Sell Quickest.

THE TRADE may safely increase the volume of their business on our lines and be assured of prompt deliveries.

The Guelph Carpet Mills Co.

GUELPH, ONT.

. . . LIMITED

CARPETS AND CURTAINS—Continued.

goods. Their new plant at Valleyfield is producing a splendid lot of new things, which the trade will find it profitable to handle. It must not be forgotten that Messrs. Hees, Son & Co. are the leading manufacturers of window shades, curtain poles and trimmings, stair plates, drapery pins and other popular goods belonging to this line. The trade will find it to their interest to deal with this progressive firm.

A LACE CURTAIN LEAFLET.

The merchant who pays proper attention to catalogues, booklets, etc., generally finds something of value to his business in the literature sent out by any of the reliable jobbing or manufacturing houses, but none too often does he receive a work that appeals to his sense of the beautiful or the artistic. A work that is calculated to appeal to him in this way, however, is a booklet illustrating the design and effect of some of the leaders in lace curtains which The H. B. Claflin Co., New York, are now offering. Some of the designs shown in this work are exquisitely beautiful and the illustrations show them to advantage. The work is well worth writing for, because of its artistic qualities as well as because of the great selling qualities of the goods described.

CHEAPER THAN COULD BE IMPORTED.

The enormous stock of lace curtains, purchased by Geo. H. Hees, Son & Co. last Spring before the advance in price, have arrived and are now in stock. A stock of over 100,000 pairs to select from should interest the closest buyer, especially so as Messrs. Hees, Son & Co. are offering these goods at much less prices than they could now be imported for. Not only is

this firm headquarters for lace curtains, but never before have any firm in Canada manufactured and imported a full line of upholstery goods, portieres, draperies, curtains, furniture coverings, etc. These they are offering at prices that suit both jobbers and retailers.

A LIST OF BOOKS.

The general or departmental merchant who handles books will find such activity in his book department during the next six or eight weeks that he should use every means to make his profits in this line as large as possible. To do this it would be well to secure from such houses as The H. B. Claflin Co., New York, their list of books. This house, which is one of the largest jobbing houses in America, have lately issued their catalogue.

A feature of this company's business is that they have such intimate contact with various publishing houses that they guarantee prompt delivery of any book desired if in print. This list of books, together with the illustrations, fills 365 pages, making it a veritable authority on books. Each of these lists sent to the trade contains an index and discount sheet, from which the net price to the retailer can easily be figured. This can be detached when desired. This book is well worth having.

The Hudson Bay Knitting Company report the Fall sale of the "Kumfort Mitt" as almost phenomenal. Never before has there been such a call for it. Retailers are daily becoming more acquainted with the selling qualities of this great mitt. It embodies both strength and comfort, and to-day it has the largest sale of any mitt in Canada. It sells for \$4.50 per dozen, net 30 days, and retails for 50c. per pair.

WREYFORD & CO.

Wholesale Men's Furnishers

ROMAIN BUILDING, **TORONTO**

Dominion Agents for

Young & Rochester

LONDON and LONDONDERRY.

*Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.**Full ranges for Spring, 1901, now ready.
Special ranges Flannel Outing Suits.*

If you will not be in Toronto, arrange for our travellers to call on you.

TRESS & CO., London, Eng.

—High-Class—

HATS and CAPS.

Spring samples received. Latest English and New York shapes. Silks, Felts and Straws.

**DR. JAEGER'S SANITARY
WOOLEN UNDERWEAR.**

For Gentlemen, Ladies and Children.
For 15 years the STANDARD OF THE WORLD.
For 5 years steadily growing in favor in Canada
UNITED GARMENTS.

For all Climates. For all Seasons.

FAVORABLE TERMS CAN NOW BE OFFERED TO THE TRADE.
If no agent in your town write us.

**THE DOMINION CARPET CO.
LIMITED.****Important
Announcement**

We have now taken over the business of the **DOMINION BRUSSELS CARPET CO., Limited.** Our head office is in London, Eng. Capital, £50,000, for which £45,000 has already been subscribed. We are enlarging and improving our works in every respect.

We shall employ throughout the best skilled workmen to be had, and no point will be overlooked to enable us to satisfactorily meet the wants of the most critical.

Get into communication with us at once.
Best attention will be given your order or inquiry.

**THE DOMINION CARPET CO.
Limited**

FACTORIES AND
CANADIAN OFFICE, **Sherbrooke, Que.**

THE WATSON, FOSTER CO'S

1900-1901 LINE.

IS STILL COMPLETE

IN EVERY GRADE, STYLE AND EFFECT
NECESSARY TO A WELL APPOINTED

WALL PAPER BUSINESS.

NO COMPETITION, DOMESTIC OR FOREIGN,
HAS THIS SEASON INFLUENCED OUR ABILITY
TO MEET THE MOST EXACTING DEMAND IN
ALL THAT IS GOOD IN APPLIED ART AND
DECORATIVE EFFECT IN WALL PAPERS.

OUR GOODS RETURN A PROFIT WHEN SOLD
AND CONTINUE AN ADVERTISEMENT WHEN
HUNG. - - - - -

THEY HAVE MADE OUR BUSINESS A SUCCESS.
THEY WILL MAKE YOURS. - - - - -

THE WATSON, FOSTER CO.

LIMITED

MONTREAL.

The New Department Store Law of Germany.

An Interesting and Drastic Measure.

NO country in the world is probably so noted for the character of its commercial laws as Germany. One of its most recent and striking laws in this respect was one passed by the Prussian Parliament a few months ago imposing a special tax on department stores, and which has been proclaimed by royal edict to take effect January 1, 1901.

The new law, which has naturally excited a great deal of interest, has been made the subject of a special report by the United States Consul General in Berlin.

THE PROVISIONS OF THE LAW

are substantially as follows, it being premised that it applies to the Kingdom of Prussia, except the Hohenzollern Crown lands and the Island of Helgoland, and that all taxes collected under it revert to the treasury of the commune or municipality in which the store is located :

Paragraph 6 of the statute divides the merchandise to be sold into four groups, as follows :

1. Groceries and colonial produce, food products and drinks, tobacco and manufactures thereof, smokers' articles, apothecaries' supplies, colors, drugs, and perfumery.
2. Yarn and twine, upholstery goods, mercery, drapery; woven, knit, and embroidered goods; underclothing of all kinds, bedding and furniture of all kinds, curtains, carpets, and all material used in interior household decoration.
3. Household, kitchen and garden utensils and implements; stoves, glassware, porcelain, earthen and stoneware, upholstered furniture and materials thereto pertaining.
4. Gold, silver, and other jewelry; objects of art or luxury, bric-a-brac, articles of paper or papier-mache, books and music, weapons, bicycles; articles of sport, riding, driving, and hunting; sewing machines, toys; optical, medical, scientific, or musical instruments and apparatus.

THE BASIS OF TAXATION.

Every store, bazaar, or warehouse which shall sell articles belonging to more than one of the above groups, and of which store the aggregate sales amount to more than 400,000 marks (\$95,200) per annum, shall pay a special tax graduated according to the total amount of its annual sales, as follows :

Yearly Sales.	Annual Tax. Marks.	
400,000 to 450,000 marks (\$95,200 to \$107,100).....	4,000	\$ 952
450,000 to 500,000 marks (\$107,100 to \$119,000)	5,500	1,309
500,000 to 550,000 marks (\$119,000 to \$130,900)	7,500	1,785
550,000 to 600,000 marks (\$130,900 to \$142,800)	8,500	2,023
600,000 to 650,000 marks (\$142,800 to \$154,700)	9,500	2,261
650,000 to 700,000 marks (\$154,700 to \$166,600)	10,500	2,499
700,000 to 750,000 marks (\$166,600 to \$178,500)	11,500	2,739
750,000 to 800,000 marks (\$178,500 to \$190,400)	12,500	2,975
800,000 to 850,000 marks (\$190,400 to \$202,300)	13,500	3,213
850,000 to 900,000 marks (\$202,300 to \$214,200)	15,000	3,570
900,000 to 950,000 marks (\$214,200 to \$226,100)	16,500	4,327
950,000 to 1,000,000 marks (\$226,100 to \$238,000)	18,000	4,284
1,000,000 to 1,100,000 marks (\$238,000 to \$261,800)...	20,000	4,760
1,000,000 to 1,200,000 marks (\$261,800 to \$285,600)...	22,000	5,236
and so on, for every additional 100,000 marks (\$23,800) sold 2,000 marks (\$476) additional tax.		

This law has been enacted for the purpose of equalizing the advantages which large bazaars, department stores, and cooperative retail establishments enjoy over the minor and middle-class merchants whose business is restricted to

a few articles and does not exceed a yearly turnover of 400,000 marks (\$95,200). At one time during the debate, it was proposed by the House of Lords—the upper chamber of the Prussian Parliament—to exempt the stores which belong to and serve army and navy officers and civil officials; but this was denounced by the House of Deputies as an odious act of class legislation, in favor of a specially privileged caste, so that the Lords were forced to yield and the law was enacted in its present form. Finance Minister Miquel, the ablest and most adroit master of taxation in Germany, who has stood as sponsor for the new Act during its passage through the Diet, has issued the following declaration explaining its purpose and portraying its results when accepted in good faith and impartially enforced :

It will depend upon the mercantile and industrial classes themselves whether this law shall fulfill for them the benevolent purpose of the law-makers. It will be their task to promptly create and organize with self-helpful motives such associations and installations as are calculated to best increase their power of competition with the department stores. They will have to provide, especially through the organization of purchasing and selling societies, for cheap purchases and profitable sales. They will have to stand firmly on the principle of cash purchases and sales and neither accept goods nor sell them on credit.

In this respect also will the system of organized self-protection offer a wide field of usefulness. The State has already, through the creation of a central bank for the finances of organized guilds, done what it could properly do to promote the interests of the smaller merchants and industrial classes. It will be the task of the middle-class dealers, who have suffered from the competition of the great department stores, to improve the opportunity created by this new tax, to strengthen themselves by improved equipment and management for competition with the large establishments. The State has done its part, it now rests with the mercantile and industrial middle classes, through intelligent, energetic self-help, to secure themselves against the competition of large capital.

Mr. Frank H. Mason, the United States Consul-General, in commenting upon the new law, says : " These are brave words, and every friend of the German people will hope that the aspirations of the Finance Minister concerning the practical effects of the new law may be fulfilled by the event. But there are not wanting many intelligent observers who are extremely skeptical as to the result. The department stores and other large retail houses have six months in which to prepare for the new regulation. It is believed that many of them will confine their future trade to articles included in one of the foregoing categories, and thus evade the new tax. Should they do this, their stocks on hand belonging to other groups will be sold out at bargain counters before January 1 at whatever they will bring, and this, it is predicted, will supply the demand for certain articles and depress the market for some time to come.

" Moreover, a large number of the smaller merchants fail to see how the new law, which simply taxes the large concerns 1 to 2 per cent. additional on their sales and turns the proceeds of such taxation over to the communal and city treasuries, is to help the middle-class merchants and their customers to unite and pay cash for their goods, which they have heretofore bought and sold on credit. The big stores, say these critics, will either add the amount of their tax to the prices of their goods or strive by increased sales to make up the amount. The line between the taxed and

Gentlemen...

Do you wish perfection ?
Do you wish the latest novelty ?
Do you wish a fine finish ?

We manufacture what the people
want at prices they are willing
to pay.

Notice

The charm of our garments is in their cut.
Our designs are the latest creations and
possess a style of special novelty.



...Our assortment of...

Spring Costumes

For Ladies and Girls

AND OUR

SKIRTS and WAISTS

... WILL ASTONISH YOU.

ASK FOR SAMPLES.
SEE OUR TRAVELLERS.

The Victor ... Manufacturing Co.

308-310 St. Joseph Street,

Quebec, Que.

untaxed stores will be drawn more sharply than before, and the old struggle will remain between organized capital, which can always buy cheaply for cash in large quantities, and the merchants of moderate means who must buy to a greater or less degree upon credit and must sell before they can pay. The weak point which causes most apprehension is that this enactment opens the way for special taxation of all kinds of large industries and landed possessions. At a time when every interest and class is clamoring for protection, it encourages the demand for special legislation affecting specialized branches of industry and trade. With all this in view, so conservative a journal as *The Vossische Zeitung* declares that the new statute is 'economically and politically the worst law that has been enacted since the memory of man,' and adds that 'when it shall have completely failed of its purpose, the fault will not be that of the smaller merchants and their customers, but of the Government which has enacted the law and hastens to wash its hands of the results.'

"This is, however, only an opinion and may be wholly premature and misleading. Justice to the classes who have asked for this enactment and to the Government which has granted it demands that the wisdom and effectiveness of such legislation shall be tested and judged by the results of actual experience."

MR. E. H. NORRIS IN CANADA.

Mr. Edward H. Norris, the European representative of John Macdonald & Co., Toronto, is at present paying a visit to Canada. Mr. Norris has not been here for nine years. In a chat with *THE DRY GOODS REVIEW*, Mr. Norris spoke in general terms of the state of trade, at present, in Manchester, which is his headquarters, and said that, while the present situation in the cotton trade was abnormal, the general opinion was that cotton would remain high for some time to come. The Manchester trade with the United States, like that of Bradford, has fallen off owing to the high tariffs, and there was no doubt that it had increased with Canada, partly owing to the preferential tariff. It would be difficult to state in figures the exact volume of this trade, but in certain lines those who did the business were conscious of the falling off in exports to the States and the increase of exports to Canada. Mr. Norris spoke favorably of the changes in Canada since he last visited it, and expressed himself somewhat impressed with the development of domestic industries which were now turning out goods that most English exporters were not fully aware of.

AN AUTHORITY ON DISPLAY FIXTURES.

Canadian retailers have in late years taken such a wide and intelligent interest in the most advantageous arrangement of their goods, that the Barlow Manufacturing Co., Holyoke, Mass., have made a wise move in offering to the trade here a compact but exceedingly comprehensive work describing the various styles of display fixtures now on the market to any readers of this paper writing for it. The age and standing of this firm make this work an authoritative one that will be appreciated by the trade.

SPECIAL IN GLOVES.

The McIntyre, Son & Co., Montreal, have in stock the newest styles in suede gloves to retail at \$1, \$1.25, \$1.50, etc. Shades—tans, browns, modes, castors, greys, slates and black. These goods being all French, can be guaranteed, and the quality is not equalled in this market for the price. Suede gloves are usually so faulty in material that most houses will not guarantee them. This firm have also a line of real mocca in tans and browns, greys, and black.

THE "VICTOR" COSTUMES AND MANTLES.

It is well for a manufacturer appearing for the first time in a market to carry out faithfully all the promises made concerning his new goods, and this is a point which The Victor Manufacturing Co., of Quebec, are evidently determined to adhere to. The new models of this enterprising concern show this fact. One can judge of the successes of their manufacture by the illustrations which are published on another page of this issue, and also by those which accompany this article. It



The "Victor" Costumes.

is not necessary to be an expert to appreciate the elegance of these various garments and costumes, their pretty appearance, their excellent cut and, above all, their novelty. The travelers of The Victor Manufacturing Co. have just gone out to see the trade with their Spring samples. They will, no doubt, receive from all dealers a very warm reception. The splendid value which they have to offer and the prices at which they can sell the goods are sure to establish for these excellent and artistic garments the favor of the trade. Every live dealer will wish them success.

AN ENGLISH FIRM'S OPINION.

A well-known English firm, in writing to *THE DRY GOODS REVIEW*, say :

"We have given up our agency in Canada, and, until your bankruptcy laws give better protection to traders, shall decline to do any direct trade with there. Our experience has been of a most disastrous nature, and we regret ever having attempted to establish a trade."

This is a bad advertisement for Canada in the Old Country. Can we merchants not insist on getting a fair law from Parliament?

The W.R. Brock Company, (Limited)

Late James Johnston & Co., Montreal.

The Great Assorting House of Montreal.

PRINTS

FOR —————

Spring, 1901

A large selection of Choicest Patterns now in the hands of our Travellers.

Try our Letter Order
Department for your
immediate wants. . .



Many Special Lines

including our famous "103" cloth.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Limited
Saltaire, England

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto



Clothing and Woollen Trade.

THE DEPRESSION IN SCOTCH TWEEDS.

FOR three years the tweed industry in the district about Galashiels, Hawick and Selkirk has been seriously depressed. This depression has reached a critical stage. In Galashiels alone a number of firms, employing between 400 and 500 hands in all, have gone out of business, and their factories are standing idle. As a result of the bad trade since 1897, in that town there are nearly 500 workmen's dwellings empty, and the population has decreased fully 2,000. The firms that are still operating find it well-nigh impossible to do business at a profit.

The causes of the present bad condition of the trade are said by manufacturers to be (1) overproduction, (2) foreign tariffs, (3) the displacement of tweeds by flannel suitings, (4) the extreme fluctuations in the price of wool, and (5) foreign competition. The last named reason is one which the tweed manufacturers have been compelled to recognize only within the past year or two. Several countries that formerly were large consumers of Scottish goods have become considerable producers of the same kind of fabric. This is true as regards Canadian goods, which are admitted by some Scotch manufacturers to be quite equal to their own.

CHINESE IN TAILORING WORK.

The labor committee instructed to investigate into the conditions of Mongolian labor in Vancouver, and its effect upon the white labor market, have just reported that of 206 journeymen tailors employed in local shops 126 are Orientals. Oriental shops have no regular hours of work, but keep on often late into the night, and disregard the Sunday observance law altogether.

CANADIAN TWEEDS AT PARIS.

A Paris correspondent, who has been looking at the exhibits there of Canadian woollens, writes: "They do not show many fancy worsteds, but what there are are choice, and will stand alongside the best here. All the patterns have the selling price marked on them. The Rosamond Woollen Co., Almonte, Ont., have some good pantings at 70c., 27 in. I have no doubt they can make them cheaper to-day. As this firm employ English designers, and one member of the firm studied at the weaving classes in England, it is not to be wondered that they make such a good show. The tweeds from this firm are the best I have seen outside of the genuine Scotch. They are like what I should call the Galcar, or

Yorkshire tweed of the better class, and are marked 50c. per yard for 27 in. This is a good price for them, but exhibition prices are notoriously high. The Paton Manufacturing Co. show a good line of tweeds, and some very fair pantings at \$1.45, 16 oz. There is no doubt that the Canadians have learned the art of tweed-making, and I am not surprised to know that on certain lines of cheviots they can get into the New York markets ahead of the European makers."

SPRING CLOTHING.

The indications for Spring are that greys shall have an unusually large run in fine tweeds and worsteds for the custom tailoring trade. The up-to-date manufacturers have excelled themselves in producing a range of designs and effects never shown before, and The Lowndes Co., Limited, have now in the hands of their representatives an unequaled line of new and exclusive patterns, which it would be to the advantage of any up-to-date clothier to inspect.

A CLOTHING OPENING.

Grafton & Co., clothiers, Dundas street, London, Ont., held a grand Fall opening last month. A full orchestra was present from 7 to 10 p.m., and the firm had on exhibition one of the completest assortments of men's, boys' and children's clothing, for Fall wear, ever seen in London. Mr. J. M. Hickey, the manager of the London branch, was on hand to welcome visitors.

A WHOLESALE BUYER REPORTS.

The most interesting lines for Spring suitings, according to Mr. Begg, of John Macdonald & Co., who has just returned from a buying trip, are novelties in Scotch, English and Canadian tweeds and serges. He has secured a large range of the latest novelties in grey, brown and green mixtures in both plain and overchecked. In fancy worsted trouserings, of which they have secured a choice variety, the trend is towards large stripes, which will be used to a considerable extent for suitings as well as for trouserings. In addition to their regular lines this firm are showing a choice range of Belwarp materials which are suitable for either trouserings or suitings. The inquiry for Belwarp worsteds and serges has so grown that, being the sole agents for these goods in Toronto, they have been compelled to stock a much larger variety than heretofore.

In woollens for ladies' Spring wear homespun effects in twilled and Celtic weaves and in the latest shades of greys, browns, blacks, blues and bright colors are the popular goods.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



WOOLLENS

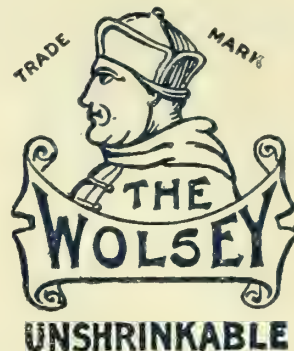
— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East
TORONTO.

JOS. W. WEY,
6 Bastion Square.
VICTORIA, B.C.

Finley, Smith & Co.

Importers of . . .

WOOLLENS and
TAILORS'
TRIMMINGS

Cor. St. Peter and Recollet Sts.,

WM. C. FINLEY
J. R. SMITH

MONTREAL

Sole Agents for

Trafalgar, Britannia and Royal Navy Serges.

ALL THE RACE IN ENGLAND.

DOMINION ELECTION.

Politicians make many promises they
do not fulfil—but

The Beaver Rubber Clothing Co.'s

promises can always be relied on—particularly in
the case of their celebrated "Beaver Brand"
Mackintosh.

Order Half a Dozen Coats Now and
Be Convinced.

The Beaver Rubber Clothing Co. - - Montreal.

1490 Notre Dame Street.



"RAGLAN."



ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. **Delta Finished** goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. **Delta Finish** preserves the elasticity of goods until worn out, and so is economical.
3. **Delta Finish** preserves the softness of the wool, and so affords great comfort to the wearer.
4. **Delta Finish** permits the perspiration to pass freely from the body.
5. **Delta Finish** allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. **Delta Finish** thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,

NEW BASFORD, NOTTINGHAM, ENGLAND.

GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather, LONDON
Manager.

Works: **LEICESTER** and **LUTTERWORTH.**

Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool,
Unshrinkable, has a first-class reputation.



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

CLOTHING AND WOOLLEN TRADE.—Continued.

There is also a strong feeling for boxcloths, broadcloths and venetian cloths.

In tailors' trimmings, Mr. Begg secured this year a larger variety of patterns in fancy silesias than usual. As he selected the patterns and had them printed to order, most of the designs will be confined to this house. He also secured some choice 54 in. black and colored Italian cloths.

While in Orillia THE DRY GOODS REVIEW's representative met Mr. E. W. Kallmeyer, the hustling salesman of Saxe & Sons, Montreal. A visit was paid to his sample-room at the hotel, and a half-hour was spent chatting on trade matters. He believes that every merchant should subscribe to some trade journal, and especially to THE DRY GOODS REVIEW. As a proof of his appreciation he always has three or four numbers shown along with his samples, by placing them on the shelving above the tables. He says that business has never been better.

THE LATE MR. ROBERTSON.

THE familiar figure of John Robertson, buyer for the staple department of John Macdonald & Co. will never more be seen or his kindly voice more be heard in the circle of dry-goodsmen on both continents, where he was well and favorably known. On Wednesday, October 3, at St. Denis Hotel, New York, Mr. Robertson died of heart failure. He had arrived the same day per ss. Teutonic, for Toronto, after



The late Mr. Robertson.

spending several weeks in the foreign markets. The order came very suddenly for him to pass from the things of time and enter upon the realities of eternity; bereaving his family of a kind, affectionate and indulgent husband and father; the firm, of which he was an employe, a faithful, upright and trustworthy servant, and his intimate friends of a desirable companion. On December 6, 1882, he entered the employ of John Macdonald & Co. as a salesman. His ability was soon recog-

nized by the firm appointing him as one of their special travelers. After a few years' close attention to business and establishing himself by faithfulness and loyalty he was appointed assistant buyer of the staple department. Upon the position of buyer becoming vacant he was chosen to fill the vacancy and filled it successfully until his demise. After the arrival of his body in Toronto, many friends visited his late residence. His funeral took place on Saturday, October 6, and was largely attended, both by friends and acquaintances.

The down comforter trade of The Toronto Feather & Down Co., Limited, is increasing with rapid strides, especially in the higher grades, of which they make a specialty. The goods they are turning out are simply elegant, and every dealer should see them and resolve to place some on sale.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St. **Toronto.**
Dry Goods Commission Agents.

Representing: { Wm. SIMPSON, SONS & Co., Philadelphia, Pa.,
Prints, Linings and Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England,
Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England,
Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 509 McKinnon Bldg., 19 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

CANADIAN MANUFACTURERS' AGENT, WHO HAD GREAT success at the World's Fair, wishes to represent Canadian firm at the Pan-American Exposition, Buffalo, 1901. Write for full particulars. H. J. DALE, Gore's Landing, Ont. (11)

COMMERCIAL TRAVELLER to carry silks in Eastern Ontario, either on salary or commission. Only those who have covered the territory before need apply. K. ISHIKAWA & CO., 24 Welington St. West, Toronto. (11)

FOR SALE.

FOR SALE—A well assorted clothing stock, about \$5,000; Clothing, Hats, Caps, Cloths and Furnishings. Address, "B. Stock," 163 Bleecker Street, Toronto. (12)

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by
THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims
Tel. Main 1985.

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CATCH PHRASES%IDEAS.

A little book worth its weight in gold.
To All who Write Ads, Show Cards, Circulars or other Business Literature.
The price is 50c, but you can get it by simply filling out one of our blanks, which will be sent you promptly on request. Address

FREE

The Advertising World, Columbus, Ohio.

HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

M. SAXE & SONS

✿ MONTREAL. ✿

When our traveller calls on you, look through his Spring samples. Style and get up, as well as lowness in Price, will astonish you.

We are showing for next Spring, a range of men's all-wool tweed suits at \$5. Such value has never been seen in the history of the Clothing trade. Our black and navy blue crossbred serge Suit at \$5.00 is of good, solid weight, all wool, AI linings, Coats French Faced, Dust Pockets, and all other improvements in the general get up.

Remember, the price is only \$5.00 for men's sizes, from 36 to 44. Smaller sizes in proportion.

If our traveller does not call on you, drop us a postal, and we will have him call, or we will send you samples, freight prepaid. It is to your interest to see our samples for next Spring before buying. From our lowest lines to our highest all are Money-Makers.

M. SAXE & SONS,

Wholesale
Clothing Manufacturers,

Cor. Lemoine and St. Peter Sts., **MONTREAL.**

Toronto Wholesale Trade.

JOHN MACDONALD & CO.

JOHN MACDONALD & CO. report that in their carpet department their stock of tapestries, brussels, velvets, wools and union carpets is now complete, and they have just received repeats of their best-selling patterns. These were bought before the advance in the market, and are selling at a less price than Spring goods are being offered at. A large range of 8-4 and 16-4 linoleums, also bought before the last advance, are being sold at from 2½ to 5c. per square yard less than Spring quotations.

An assorted stock of a complete kind is shown in felt, which is now in great demand, the colors most asked for being military red, military blue and khaki. The stock of lace curtains, quilts, table covers is well assorted. For the Christmas trade they are showing a special range of pillow shams, pillow covers, curtainettes.

In men's furnishings, the buyer, who has just returned from Europe, reports a lot of cashmere half-hose—1,000 dozen of seconds, which are being sold at 25 per cent. below the regular value. A similar lot of 1,000 dozen of handkerchiefs—ladies' fancies and white hemstitched, and men's hemstitched—is being sold at half price. A special line of rubber coats, with 24-in. capes, to retail at \$2, is noted. A full line of fleece-lined underwear is carried, the price being \$4.50, \$6, \$9 and \$10.50 per dozen. A special line of seconds in boys' fleece-lined underwear is also noted.

The sorting season in woollens, in both men's and women's wear, manifests few new developments. In ladies' wear, homespun suitings in diamond checks, scarlet and grey mixtures, light blue mixtures, and in a variety of shades in grey, are proving strong goods. Broadcloths, venetians, whipcords and covert cloths in plain colors are also in popular demand. Women's mantle beavers, in blues, blacks and colors, are having a good run. Big ranges of these lines are carried by John Macdonald & Co. In men's wear, black and Oxford overcoatings in llama, vicuna and the new herringbone weave, are in strong favor. Stocks of staple lines of meltons and beavers, in blacks and blues, are being kept well assorted. This firm are also offering several job lines in 3 4 and 6 4 Canadian tweed suitings.

THE W. R. BROCK CO., LIMITED, TORONTO.

The W. R. Brock Co., Limited, Toronto, are clearing out odd lines in the various departments preparatory to stock-taking, December 1, and in order to make room for new Spring goods arriving next month. An inquiry after these in the warehouse, or from their travelers, is well worth while. Special mention is made of the following: French canvases, towelings, fancy linens (for Christmas trade), flannelettes, wrapperettes, fancy blouse silks, fancy dress goods, ladies' 54 inch tweed costume cloths, men's neckwear, fleeced underwear, overalls, flannelette and working shirts, broken ranges of hosiery and underwear, tapestry carpets.

In "Gold Medal" dress goods, The W. R. Brock Co., Limited, Toronto, having cleared out the entire stock of the Canadian agency of this celebrated make of goods, are offering them to the trade at 20 per cent. below regular prices. The line is so well and favorably known throughout Canada that

comment is unnecessary. The lot consists almost entirely of plain materials in black with a few navy and fancy blacks. Samples can be forwarded by mail to anyone in the trade immediately on application. The quantities are not sufficient to place them in the hands of the travelers.

54-inch frieze for ladies unlined skirts is still in demand, and scarce. The Brock Co., Toronto, have a full range of their special cloth in stock, and hope to be able to fill all orders received during the month.

The advisability is emphasized of getting all orders for prints in as early as possible. Those houses that made extra early contracts cannot repeat any of their lines so as to sell them at old prices, and consequently most of the ranges will be thrown out as soon as sold. The Brock Co., Toronto, report the receipt of exceptionally large orders. Their special cloths to retail at old popular prices, such as 7, 8, 10 and 12½c., are meeting with such pronounced success that it would be wise to have a look at their samples before the ranges are broken.

This house are just about to take stock and have a number of clearing lines in the carpet and housefurnishing department that will be of interest to visitors this month. Among the lines of carpets and tapestries are many designs which cannot be found anywhere else.

In the woollen department there are also several clearing lines at very much below the regular values, including suitings of fancy worsteds in checks and stripes, and Scotch tweeds. Some special numbers of grey cheviot overcoatings are also clearing at low prices.

The firm are showing a line of spot wrapperettes in navy grounds, black grounds, cord grounds and military scarlet grounds with white and colored spots, small, medium and large sizes. The goods are in great demand, it being impossible to keep the full range of patterns in stock. It is well worth any merchant's time to take a look at the travelers' samples or see the goods in the warehouse.

Doublefold American cotton dress plaids—these goods are nice, bright, effective in style, absolutely fast colors and just the thing for little peoples' winter dresses and ladies' wrappers. Many repeats of this line are being received from customers who have bought. They are offering a special in a 36-in. domestic flannelette, good heavy weight, all light stripes. This line can be retailed at 10c. and is a great snap.

There has just been passed into stock the last part of an old purchase of a 32-in. colored sateen, in about 40 different shades, which will be offered at a price for 12½c. retailing, about 10 per cent. less than present mill prices. No. 70 is a 20 x 44 fine damask towel, knotted fringe, in blue, red, gold and white borders, to retail at 25c. each. This is about the regular wholesale price. No. 113 (hickory) is an 18-in. dark rack toweling. A small lot of these to sell retail at 10c. A 1, a 60-in. cream damask table linen, five different designs, good heavy weight, nice mellow cloth, can be retailed at 25c. and will be a leader to any merchant, as it was never offered lower.

On account of the stock-taking on November 30 the small-ware department shows many lines at low prices. In hosiery, they are offering "Goodenuff," in plain and "Doutelle," "AGD," M40 and M50 in ribbed, to retail at 25c. The 50c. lines include TCB and AE in plain, and AE, 150 and 260 in ribbed. Fancy handkerchiefs are shown in prices ranging from 5 to 75c. each. There has been an immense business done in sweaters, in both plain and fancy striped goods. Six lines of neckwear are being cleared out, three in knots, B, D and F, and three in derbys, A, C and E. Each line is assorted in the latest designs, and a retailer is enabled to

NOT BEST BECAUSE WORN
BUT WORN BECAUSE
BEST

Cravenette

THE
BEST CLOTH
FOR
RAINY WEATHER GARMENTS.

F. ROBERTSON & CO.
20 Front St. W., Toronto.

STOCK VERY COMPLETE IN...

Point Lace Braids (about 200 patterns).
Battenburg Lace Braids.
New Flemish Braids.
Novelty Braids—Designs for Lace Work.
Little Mill (Petit Moulin) Lace Thread.
Linen Rings for Lace Work.
Low-Priced Val. Laces.
White Lace Beadings.
Fine French Valenciennes Laces.
Plain and Spot Footings.
Lace Edge Footings.
Handkerchief Centres.
Real Brussels Lace Handkerchiefs
New Lace and Net Fichus.
Real Brussels Lace Collars.

all of which are fully illustrated and described in our general and special catalogues.

Also a full stock of our famous

"GLORIA" BRAND of WOOLS AND YARNS.



We are the largest Canadian Importers of each of the various lines we handle.

F. ROBERTSON & CO. = TORONTO.

"Gloria" Shetland Floss.
"Gloria" 3-ply Saxony.
"Gloria" Germantown.
"Gloria" Ice Wool.

The Galt Knitting Co.

LIMITED

GALT, ONT.



Makers of the

"Tiger Brand"

of Underwear, in plain and fleeced effects.



EIDERDOWN SPECIALTIES
and SHOE FINDINGS.

WHOLESALE TRADE—Continued.

make several prices out of each number. The knitted wool goods should be noticed. Honeycomb and fancy knit shawls, wool hoods, toques, caps, polka jackets, cardigan jackets, gaiters, infants, bootees, clouds, fascinators, etc., are all quoted at staple margins of profits, not as fancy goods—as usually quoted. Flannelette embroideries and trimmings, in all patterns and colors, are also included in the clearing list.

WYLD-DARLING CO., LIMITED.

Among the specialties shown in this warehouse are some lines of ladies' ribbed underwear, in cream, white and natural colors, to be retailed at 25 to 50c. each. Two extra lines in heavy ribbed hosiery for boys have been added to the stock which may be retailed at from 15 to 25c. per pair, and also a quantity of worsted ribbed goods with double-fold knees. No. 206 of this line retails at 25 to 50c. per pair, and is selling rapidly. In cashmere hose, complete ranges are shown in Nos. 35, 37, 66 and 72, all of which have the extra spliced knee. Single and double-knit wool mitts, for both women and children, are shown, to retail at 15 to 30c. per pair. In black cashmere and fancy colored Ringwood gloves all prices and sizes are shown.

K. ISHIKAWA & CO.

The outlook for November is a very bright one, and sales are already on the increase over October, which did not come up to expectations. The preparations for the holiday trade are now complete, and new lines of silk handkerchiefs, ladies' ties, Japan silks, and taffeta finished Habutai have been placed in stock. The assortment of handkerchiefs is particularly large and very beautiful. The initialed silk handkerchief prices range from \$1.25 up to \$8.50. There are also shown flag and fancy-colored handkerchiefs, which should be good sellers for the Christmas trade. A new stock of silk drapes, in gold embroidered work and heavy brocaded goods, is shown.

The import orders for Spring, 1901, are coming in very satisfactorily, and the trade in the Maritime Provinces and Quebec and Ontario is fully up to the standard.

The Spring business in mattings is especially good in the better lines. The Canadian trade are demanding a high class of goods for next season. The production of the straw in Japan has not been very good, so the price of raw material has gone up 25 per cent. in the last six weeks, and may be expected to go up still higher before Spring. It will be much to the advantage of dealers, therefore, to get their stocks at present prices, which are easier than those of last year.

NISBET & AULD.

Among the Canadian manufactures that are finding a ready sale in foreign countries must be mentioned the Oxford Manufacturing Co.'s goods. The demand for these has been so great in the British and United States markets that Nisbet & Auld, the agents, have, with great difficulty, kept up their stock in them. The Oxford homespun are also very popular cloths, and are selling well this Fall. Friezes for ladies' wear are being bought very largely in both solids and mixtures, in blacks and red, grey, brown, blue and green shades. The demand for jacketings for ladies is now very brisk, and the lengths being bought are much longer than they have been. The Newmarket and Raglan are both quick sellers, as also is a looser garment called the Automobile. The prices on some linings for men's wear and the better class of ladies' garments

are now 25 per cent. higher than 12 months ago, but contracts made with the makers some time ago enable this firm to offer to the trade the leading lines, in most cases, at the prices of 18 months ago, so that purchasers of the goods for Spring, 1901, will find a good bargain in them. They are the agents in Canada for Hamlyn Bros., Buckfastleigh, Devonshire, England, makers of the 'Devonia' serges. These serges are the goods used in the British Navy, and are sold to the trade with a guarantee of such a nature as will enable any merchant tailor to guarantee in his turn, without any risk whatever, the colors of the goods for two years. These serges are all stamped "Devonia," and when so stamped the makers make good not only the cost of the goods, but the cost of time in making up, etc., so that a retailer handling them cannot possibly lose anything.

BOULTER & STEWART.

Tailor made suits are now a staple in all mantle departments, and it is especially necessary to keep up with the latest styles. Messrs. Boulter & Stewart are now showing a large assortment with the new Russian front and latest puff sleeves, etc. These are worthy of attention.

Flannel waists, military styles, are having an enormous sale in New York, and are now much sought for in our cities. They are pretty and comfortable, and will be good sellers all Fall. These are specially popular trimmed with gilt braid in military style. Messrs. Boulter & Stewart are showing some 12 different designs for immediate trade.

Eiderdown coats and cloaks are becoming more popular every season, and can be had now properly shaped—tailor-made, in fact. They are specially good for Christmas trade made with fancy silk trimming and applique effects. The long cloaks are used nearly all the year around, as they are fine for the sick-room. Messrs. Boulter & Stewart are making all the newest designs for Christmas.



Tailor-Made Suit.

DOWN QUILTS.

The demand for down quilts continues quite brisk, notwithstanding the comparatively advanced season. One of the popular styles for this year is named "D.S.F.," and is made of figured sateen centre and back, with double border of mercerized moire sateen to match the centre. It is quilted with the famous "Star" pattern, and has a dozen or more silk eyelets for ventilation. It will have a great run for the holiday trade.

Another popular down quilt is named "D.J.J." It can be retailed for \$4.25. It is 5 feet by 6 feet, reversible, and is made of the "Oriental" cashmere pattern that is so popular in England. Samples of these and other down quilts will be forwarded on application to The Alaska Feather & Down Company, Limited, Montreal.

Phillips & Wrinch

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Toronto, Canada.

BELT TALK.

Intended to post wide-awake dealers on the proper styles and novelties of the present season.

Trade in Ladies' Belts in particular—and gentlemen's too—is of sufficient importance to merit a full page devoted wholly to "Belt Talk."

No line will enter into stock that can help more generously to add attraction and give immediate business than a line of Belts selected from the large range that we are now showing.

More than ever Belts will be worn and become increasingly fashionable.

Our assortment includes many lines that will be seen nowhere else. We are manufacturers of Belts; and samples now in the hands of our travellers are the very newest, and embrace the best selling novelties of the season.

The dealer who is unfortunate enough to miss seeing our samples will be discounted by his more enterprising neighbor, who will have put himself in possession of an assortment from our stocks.

- First and foremost as a favorite in Belts this season will be the Patent Leather Belt with gold braid and tinsel trimming—a perfect beauty.
- Gold Tinsel Belts will also be very fashionable, and our samples, now in our travellers' hands, contain some dainty gems.
- The Plain Patent Leather Belt, as ever, will be in popular favor, and we are showing a wide range of styles.

North, South, East and West our travellers will meet the trade with these new samples. If impatient to be in the front in the Belt trade, and the traveller has not reached you, put yourself in correspondence with us and get the latest information about Belts, as you can here where Belts are a great specialty.

PHILLIPS & WRINCH

Makers of Belts,

5 WELLINGTON STREET WEST, TORONTO, CANADA.

Branch Offices: Ottawa, Montreal and Quebec.



The

Millinery Season

—Mantles, Trimmings and Laces.

FALL RETAIL MILLINERY OPENINGS.

AT the time of going to press for the October number of this journal, the retail millinery openings had not all taken place, and even as late as October 28 reports of Fall openings in different parts of the country have been received. Although this is rather late, there was nothing to show that these openings were not as successful as those held early in the season. The store decorations were just as well prepared, and the stocks as complete and up-to-date as in other places.

In Diebel & Bricker's, Essex, Ont., a pleasing feature of the opening was the piano recital, given by a well-known local musician, which characterized both the afternoon and evening of the event. The openings, like others in the first part of the month, were not all confined to millinery. Wherever a store had more than one department, each one was prepared for receiving visitors. Scougale Bros., Colborne, Ont., made a great success of their men's furnishing department, and attracted many visitors; and "The Ark," a Chatham, Ont. crockery and fancy goods store, received a good deal of attention for its display of lamps, glassware, stoves, etc.

The decorations included many new and bright ideas, and there was not a store that was not, in some way, made more than ordinarily attractive by draperies, flowers, or some other means. The B. Grennan Co.'s place, Waterloo, Ont., presented a very fine picture. The millinery department contained many large mirrors, all of which were draped in red, white and blue silks, and mounted on top by numbers of the birds that are so fashionable for this season's trimmings. Another store, Chas. K. Cameron & Co.'s, St. John, N.B., was beautifully decorated with large jars of sweet peas, asters, ferns and other plants in great abundance. Lace curtains were also used extensively for decorative purposes, and, when combined with all colors of flowers, gave a decidedly pretty effect. McFarland & Co.'s opening in Markdale, Ont., on October 11, was the most successful one in their history. During the afternoon and evening an orchestra was in attendance, which added greatly to the crowd of visitors.

At the back of the store were placed horizontally two large mirrors, tastily draped with satins, chiffons and laces, the color effect of one being pastel green and gold, and the other rose pink and pale blue. Between these was suspended a massive star in a setting of Autumn leaves of golden red, and beneath the mirrors were arranged steps on which were placed, on a background of satin, the various individual materials used in the making of a hat, all combining in producing an effect that had to be seen to be appreciated. The opposite side was occupied by the orchestra who were seated under a beautifully constructed canopy of cream and blue, the four supporting pillars being decorated from the top to the floor. At either ends were decorations and pretty arrangements of minor importance,

but each contributing to the general pleasing appearance. At suitable places in the room were arranged flowers and foliage, a massive oleander being conspicuous among the rest, while the floor was covered with furs which served the double purpose of adding to the effect and deadening the noise which would otherwise have been annoying.

The windows were also given great care. At Drysdale's, in Vancouver, B.C., a large bell was placed in the window, surmounted by a dove and two cupids. Many other windows were filled with flowers.

A novelty shown at the Gardner, Rice, McLeod Co.'s millinery opening, at Rat Portage, Man., was the "\$150 hat." This was an ordinary velvet bonnet trimmed with green, with here and there glittering gold ornaments. Most of the green trimming was made up of \$10 bills and the ornaments were \$5 and \$10 gold pieces.

McKendry & Co., Toronto, held a second Fall millinery opening on September 13. Their first opening was too early to show all the latest Paris novelties, so when the last consignments were received they got out some more of their own designs and held an opening of all the very latest styles.

At the time of writing the millinery openings have not all taken place, as announcements are out regarding openings to take place in the first part of November. These are only a few exceptions, however, nearly all the annual openings being over, though the season has extended later into the Fall than is usual.

A CANADIAN HOUSE ON THE SITUATION.

THE DRY GOODS REVIEW is always anxious to have healthy business information to impart to its readers, which we can best gather from men who are from day to day looking abroad over the great business field. Our representative, on calling upon S. F. McKinnon & Co., Limited, had a lengthy and interesting chat with one of the company.

Although October 29, the weather was as fine as mid-summer, so that the conversation naturally started along that line, and he soon learned that no complaints about the weather were being raised there, as his informant went on to reason in a convincing manner that fine weather favored millinery. Although the remarkable and unusually fine weather experienced—at least in Ontario—throughout the month of October must have had a bad effect on trade, so far as goods of a heavy or Winter character were concerned, it did not seem to apply to millinery, the argument being that the finer the weather the more encouraging for ladies to go abroad, and usually the finer the weather the finer the millinery bought and worn. This representative of the beautiful felt sure that his claim would be endorsed by the millinery trade in general.

Wholesale Millinery

Details
Unnecessary

It is really unnecessary for us to give details as to condition of our stock in the various departments. We can assure you however there is nothing in demand at present that we haven't ample on hand to meet the requirements of the trade.

Novelties in all departments arriving daily.

No Delay in filling orders.

The D. McCALL CO., Limited

You don't need to IMPORT

American
Silk
Waists.

We manufacture them **right here** and save you the duty.

We can supply you with the highest class goods, same as are now offering in New York, at **40% less** than the American price.



THE . . .

AMERICAN SILK WAIST MFG. CO.

323 St. James Street.

Samples on application.
Prompt attention to Letter Orders.

 MONTREAL.

Plate Glass Mirrors

THE advertiser has three Bevelled Plate Glass Mirrors which will be sold at a bargain. They are of the very best quality, suitable for dry goods stores or windows.

*

SIZE—Two are $43\frac{3}{8}$ inches by $32\frac{3}{4}$ inches, and one 33 inches by 31 inches. Bevel, $1\frac{1}{2}$ inches.

Address **PLATE GLASS**

Care DRY GOODS REVIEW, TORONTO

We invite the Dry Goods Trade of Canada to investigate

Oxford & Costume & Cloths

FOR LADIES.

High-grade, satisfactory goods. Newest Fall styles in immense variety, at our Toronto agents

NISBET & AULD.

OXFORD MANFG. CO.

SOLE MAKERS

LIMITED

Gold Medal at
Toronto Fair.

OXFORD, NOVA SCOTIA.

MILLINERY—Continued.

In speaking of millinery and millinery requisites, he said: "Our October trade, from first to last, has been most satisfactory," and he ventured to assert that throughout the country the millinery departments are ahead in results for the month.

"We have, however, a long season before us yet, and, therefore, no reason for being discouraged as to the results in any department, as woollens, furs and other heavy weights may yet have a successful inning, and claim the November run as theirs. So far we have had an exceptional hat season. The October trade, like that of September, favored ready-to-wear over outing hats, they having had a great run. We now believe that for the balance of the season dress shapes and mode hats will rule. Turban effects promise to be very good.

"When we had a chat on the millinery situation early in October, in speaking of the different articles to be used in the manufacture of stylish millinery, we gave the first place to silk velvets which place they have held easily. In fact, it has been and will be to the end a velvet season, at least so say we, and have backed up our belief by providing liberally of every popular color.

"Black and colored velveteens are also to the front and taking well. This is one of our specialties and one of our most popular lines. Our assortment and range of colors is in the same plane as our silk velvets, having in stock every color and shade on the popular list. The brilliancy of finish which our velveteens possess has given them a wide popularity with the best trade. Taffeta silk is another of the popular favorites and fully pronounced for the balance of the season. Here, also, our faith is strong enough to make large provision for the November and December trade.

"In fact, all our silks are doing well, and this, so far, has certainly been the best silk season we have had for some years. Of course, as you see, we have a large stock of the very newest weaves thoroughly assorted in colors. We are also doing a big trade in black and colored satins. This article is growing in popularity as the season advances.

"Ribbons were not quite so strong in the early season as we had hoped, but are now drawing to the front and promise well for November, particularly in the narrow and wider widths. Number five in black taffeta will have a big sale as a trimming.

"In hat adornments, large birds, breasts, gull wings and buckles have ruled and will still retain their popularity to the end of the season. Black, white and brown single tips are also running strong and promise to be very popular with the best trade in November and December.

"You ask if the jacket trade has suffered from the long spell of fine weather. Speaking for ourselves we have so far had all we could do, with full force on, in our factory. But we firmly believe that as far as jackets are concerned—unlike millinery—75 per cent. of the consumers are ruled by the weather. Therefore we do not hesitate to answer that the jacket trade as a whole must have suffered during the month of October, and if we do not have colder weather soon the season for selling jackets with a fair margin of profit will be very short. But, should the weather be favorable throughout November and December, a good trade in jackets is certain.

"In the jacket, costume and skirt department we have been turning our attention towards Spring, and at the present time have a most convincing Spring range of these goods in

the hands of our special travelers. We do not hesitate to say that our Spring offering in McKinnon-made jackets, costumes and skirts is the best it has ever been our pleasure to bring before the trade; and should be seen by everyone handling such goods if only as an education."

THE D. McCALL CO., LIMITED.

Though the heavy trade on some of the wholesale milliners' lines is about over for the season, on others there is still a brisk demand. Trimmings, for instance, in this warehouse, are selling very well.

Plisse velours diament pleated satin is among the foremost in sales, and the demand for taffeta silks, in cardinals, browns, castors, greys and navys, is also heavy. Velvets continue to sell well, especially in cardinals, castors, coquelicots, and greys, though the call for blacks still keeps up. Panne and miroir velvets are shown in all colors. They are doing a big business in all colors of ribbons in all the staple widths, and also in the black velvet and satin ribbon, which has lost none of its popularity.

In the feather trimmings department black chenille and sequin are probably the best selling lines; though the sales in black and grey birds, gulls and black tips are very satisfactory. Jet and steel buckles, 6 and 8 inches, are shown in a splendid variety. The cold weather has brought with it a large demand for tourists' soft crown felt hats, the mohair felts being especially well bought. The most popular color is a dark or steel grey, with fawns and blacks next. The ready-to-wear effects have dropped out to give place to these hats.

The demand for turbans is greater than ever before, the stitched brim variety being the leading seller.

MILLINERY TRADE NOTES.

J. P. A. Des Trois-Maisons & Co., wholesale milliners, Montreal, sold out October 30.

The stock of Mrs. J. Bishop, milliner, Toronto, was damaged by fire; insured.

Chas. Reid & Co., wholesale milliners, Toronto, have dissolved partnership.

Isabella Macauley, milliner, Carman, Man., has sold out to Hill & Mallory at 20c. on the dollar.

Mrs. W. S. Jeffrey, milliner, Yarmouth, N.S., has commenced business.

Mrs. Bertha Latourneau, milliner, Bedford, Que., has assigned.

In addition to their line of silk and satin waists, Floersheimer, Roman & Hahn, 73 Wooster street, New York, manufacture a large and varied assortment of the latest styles of waists in French flannels, cashmeres and henriettas. The firm's great forte is popular-priced waists, and their success in the waist field is largely attributable to their ability to furnish showy, attractive garments at low prices.

A handsome catalogue of the goods of K. Ishikawa & Co., importers of Japanese silks and matings, will appear in a few days. It is to be thoroughly illustrated, and descriptive of their silks, laces, handkerchiefs, ties, etc., which have been received with so much favor in Canada. A copy will be readily sent for the asking to any merchant in the business.

Ladies' Tailor-Made Jackets and Costumes.



The above cuts represent a few of our quick-selling garments. These are leaders, and the styles will speak for themselves.

S. F. McKINNON & CO., Limited
TORONTO.



Men's Furnishings.

THE month of October usually finds men's furnishers fairly well prepared for the late Fall and Winter trade, and this one has been no exception. The cold week or so which was experienced in many parts of Canada brought out the heavy goods, and saw them placed in the windows with great rapidity. The light Fall goods have to a great extent disappeared, though a small quantity

is still being shown for those who do not wear the heavy kinds, and brisk sales are reported on all goods for cold weather wear.

HEAVY UNDERWEAR is being shown more than any other goods. A number of stores have windows made up entirely of shirts and drawers, and a big trade has been done during the cold weather of October in all-wool underwear, though fleece-lined is also in good demand. A good quantity of colored goods is being taken, principally in khaki and blue. For medium weight garments, a number of places are showing cashmere goods in khaki and white, and find them fairly good sellers.

SWEATERS and football suits are in demand now, and though a large quantity of the former are to be seen in the windows of many men's furnishers, only a few have arranged the whole suit to be displayed together. Wherever shown, the suits make a good display. Red and black sweaters are shown more than other colors.

THE TIES showing are nearly all of the flowing end and derby order. String ties have been selling well lately. They are shown in the windows along with colored shirts, the patterns being mainly polka dots in blue and white. Puff ties are not being shown at all. Black, dark green and dark blue are the predominating ground colors. There are a good many more figured ties selling now than last month, and, although stripes are the more fashionable, a good number of

different figured designs are selling. Some men's furnishers are already putting mufflers in their windows, and, when well displayed and of an attractive pattern or color, these goods are quick sellers. All dark colors, and a large variety of designs, are being shown.

GLOVES are worn mainly in red or mocho, though grey is also a selling color. The red, grey or brown silk linings are very popular, and are worn almost altogether this Fall. For a more expensive and a heavier glove, the squirrel-fur lined article is showing signs of becoming a favorite.

City furnishers are finding SMOKING JACKETS a good selling article at present. These are made in a variety of styles and of different materials. A handsome line is the silk and wool brocaded jackets. These are elaborately designed and should make a valuable asset for the Christmas trade. Velvet jackets, with silk cord trimming and satin facings, and plain cloth in fawn colors, with satin lining and facings, are two other attractive lines that should become popular.

Though there is a considerable quantity of colored SOCKS being shown, the plain black is being bought much more than anything else. Woollen goods have not been shown to any extent as yet. A large number of golf stockings, in all colors and combinations, are now displayed, but their sale has not been remarkably large.

In the way of COLLARS, it is the same old thing—the high turndown. Other collars placed in the window show that the dealer's stock is complete, if they serve no other purpose, but the sales are almost wholly on the high turndown style.

Ladies' collars in this style are also being shown by a number of dealers.

Good sales are reported on corduroy and colored frieze VESTS. They are being exhibited in many handsome patterns. The corduroy are mainly in blue and grey, with spot designs. The frieze vests are all in large plaids, blue, black, dark green and brown being the principal body colors, with red as the most prominent color in the plaid.

Seen in Dealers' Windows. Shetland wool underwear, 75c. per garment. Ribbed Scotch wool hose, white or black, 35c. per pair, or 3 pairs for \$1.

English dogskin driving gloves, \$1.25 per pair.

Black seamless cashmere socks, 25c. per pair, or 5 pairs for \$1.

Double-breasted lamb's wool underwear, 75c. per garment.

English crash bathrobes, \$4.

Woollen undershirts, double back and chest, \$1.50.

Fownes' kid gloves, \$1 per pair.

Latest flowing-end silk and satin ties, 50c.

Cotton alpaca umbrellas, steel rod, natural crook handle, 75c. each.

Mens' all-wool sweaters, 75c. each.

Flannelette night robes, 50c.

One of the prettiest windows of the season was made by E. Boisseau & Co. of evening dress fittings. Shirts, collars, ties

Caulfeild, Henderson & Burns

17 and 19 Front St. West, TORONTO.

C.H. & B.

Xmas Trade

Smoking Jackets and Dressing Gowns

in a large variety of patterns and styles of our own design, and at prices for less than the imported garment.

New Tie Silks are also being shown for the Holiday Trade.

Our travellers are out with samples of the above, and we ask customers to place orders early, so we can give good delivery.

LETTER ORDERS PROMPTLY ATTENDED TO.

The Empire Manufacturing Co.

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs, and Boys' Blouses.

646 Craig Street, MONTREAL.

Our lines of

SHIRTS

— FOR —

SPRING 1901

are not excelled in style or finish, either in this country or the United States, and must be seen to be appreciated. Give our travellers a look over our goods and you will be convinced. We also have a full line of sorting goods for immediate delivery at rock bottom prices.

MAIL ORDERS CAREFULLY FILLED.

OMNIA VINCIT LABOR



TRADE MARK
REGISTERED

MEN'S FURNISHINGS—Continued.

(black and white), gloves and silk hats were all shown, and so neatly arranged that the window could not help but attract notice. The shirts were arranged on stands and at the sides of the window, with collars attached, and black and white ties alternately, while above each shirt was a silk hat and pair of gloves. Nothing else was displayed in this window, and the effect produced by the white and black alone was very fine.

Paper Collars in London.

Paper collars are not looked upon very favorably in this country, nor have they been until lately in Great Britain, but the recent raise in laundry prices, which was brought about by the proprietors of the laundries in London, has caused quite a boom in paper collars and cuffs. One firm are doing an immense business in a line of paper collars that have a thin linen covering on the outside, and that can hardly be distinguished from the ordinary linen article. These collars cost from 15 to 25c. a dozen, so that those who wear them may have new collars every day for less than the cost of laundering. Many of the British peerage have for a long time been wearers of paper collars in preference to linen ones, and with this leadership it is possible that the fashion may be here to stay.

Mens' Made Mufflers.

With the approach of Winter the sale of made mufflers increases. A new style brought out last month has a plain barathea on one side and a spot or other pattern silk on the reverse side, made in the new shape, allowing it to be worn in four different ways.

The barathea silk is especially adapted to the made muffler as it has a soft heavy feel, a rich appearance, and its wearing qualities are undoubted.

Mens' Neckties.

Flowing ends are still the leading sellers. An attempt has been made to curtail the size of the flowing end, making it shorter and narrower to take less silk, but the consumer will have none of it; it must be the full size flowing end or nothing.

Batwing bows are very good.

Blue is the leading color.

Black strongly marked with scarlet or white is very good.

Green has fallen a little flat, but may take a run later.

Stripes are still great sellers, but the feeling is that figures have come to stay.

The New York Men's Fashions.

Says a fashion writer in Vogue: "It is not until nearly the close of Autumn that fashions in overcoats for Winter are definitely established. The season so far has brought forth little distinctly new in this line, and it does not seem probable that there will be many very noticeable changes in style. Last year was rather unusual in this respect, and it is rarely the case, as I have said before, that fashions in overcoats last but through one season. Besides the kennel coat and the Thorndyke, both smart models of last Winter and Spring, there is another outer coat which deserves mention, although I am unable to give it an exact name, if, indeed, it has one. The front, which is single-breasted and with fly buttoning, falls straight from the lapels like that of the kennel coat, but the back and sides, though cut in somewhat at the waist, have not

the spring of that garment, and there is no waist seam. The skirts hang well away from the legs with somewhat of a flare, and on each side inclined slightly toward the back are slit well up from the bottom. The seams and edges are double stitched a little over a quarter of an inch. The side pockets are set diagonally with flaps, and the breast pocket, set almost straight, also has a flap. A small change pocket is made inside the right side pocket. The coat has a velvet collar, and around the cuffs of the sleeves, which are about four inches in breadth, there is a narrow piping of velvet. Although the cuffs are somewhat wider than those of most coats, they are cut in the same way; that is, of the same breadth all the way around, and with rounded corners. This is an extremely good outer coat for afternoon or evening, and may be made of almost any medium or light weight cloth of smooth finish. A fine mixture of brown and olive green, with a soft, smooth finish, is a pretty material.

"A new and rather sporting-looking outer coat for shooting is made to combine the characteristic of the Raglan and the Thorndyke, though following neither the one nor the other in exact detail. It buttons close up to the neck and has five bone buttons down the front. The shoulder seams are of the Raglan type, double-stitched, and the sleeves around the cuffs have a double row of stitching. Just below the second button in front there is a yoke, and directly under this on each side there is a rather large breast pocket, patched and covered with a flap. Lengthwise down the middle of these pockets there is a box-plait, like that on the Norfolk jacket, and to this the flap buttons with a bone button to match those on the front of the coat. The side pockets are large, also patched and covered by flaps, but, although they button, there is no plait; the coat hangs loosely from the shoulders and falls to the knees. As a material, a Harris tweed would be good. The coat may be worn over an ordinary shooting jacket, and with knickerbockers and gaiters it makes a sportsmanlike costume.

"The mention of outing clothes reminds me that I have noticed at one of our haberdashers some rather smart-looking sweaters, made of a mixed grey and green wool, with broad ribs, these being so knitted that the ribs were much greyer in color than the space between. Evidently two different wools were used, one in which the green predominated, and the other composed mostly of grey, but the effect was fairly good and unusual. For Autumn wear, and even in Winter when the weather is not severe, I advise the sweater cut down at the neck to show the collar and waistcoat, as being the smartest and by all means the best looking; but for certain uses, and in very cold weather, the sweater with high roll collar is preferable. Either style may be used for walking, golf, skating, coasting or any general country wear. Now that the warm weather is past, knickerbockers will be more usually worn for golf than during the Summer. There is no change in their cut, and, as a material, Harris tweed is, I think, the best. Stockings should be of rather heavy mixed Scotch wool with broad ribs, and gaiters of box cloth.

"In the shapes of boots there is practically no change. The rounded toe and rather broad, heavy sole still continue to be in vogue, and buttons are smarter than laces except on tan boots. For morning wear, and afternoon also, with any clothes less formal than a frock coat, black calf boots with moderately thick extension soles, which lie flat on the ground throughout their entire length, that is which do not turn up at the toes, are the most fashionable; but with a frock, patent leathers are best. I am aware that some men wear well-polished calf boots with a frock coat in preference to patent leather, reserving that entirely for evening use, but personally

Dominion Suspender Co
Niagara Falls
Makers of Trade D Mark Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls
Makers of American Styles
Of Neckwear

MEN'S FURNISHINGS—Continued.

I am in favor of a moderately heavy and substantial-looking patent leather boot as being in better keeping with the formal, or at least full afternoon attire.

"With evening dress a somewhat lighter boot may be worn, and for dinners or dances patent leather low shoes are usual; the exceedingly light and thin-soled dancing pump has gone almost entirely out of use. Fancy capped boots are occasionally seen upon men who dress well, but are, I think, by no means the best style. Tan boots are little worn during the Winter season in town, but still for very rough weather, when the snow and slush are thick upon the streets, a pair of heavy laced tan boots with thick extension soles are as serviceable in town as they are in the country. Under hard treatment they look better than calf and do not require such constant polishing. It is, perhaps, hardly necessary to say that tan boots, no matter what the weather, may be worn only with a sack suit or some attire even less formal."

Men's Summer Wear.

Next Summer promises to see flannel suitings very much worn by well-dressed men, who will not tolerate the "shirt waist." Wreyford & Co., the Dominion agents of Young & Rochester, London, Eng., report unusually large import orders for these goods, the favorite shades being light grey with $\frac{1}{4}$ in. darker stripe, and navy blue with light stripe. Orders are principally for D. B. Coats. Young & Rochester show very extensive ranges in these Summer suits, and any merchant who can

handle fine goods would do well to see their representatives, who are now taking the East and West journeys. An appointment can be booked through the Toronto office.

Notes of the Trade.

D. D. Donovan, men's furnisher, Brockville, Ont., has sold out to R. Davis & Sons.

Bilodeaux & Chalifoux have been appointed curators of D. R. Raymond, men's furnisher, Montreal.

The stock of the estate of D. E. Traynor, men's furnisher, etc., Deloraine, Man., was sold by auction on October 23.

Walker & McEwen have opened a men's furnishing business at Ottawa.

Gaudet, Laporte & Co. men's furnishers, Montreal, have registered a partnership.

Moses Wildfang, merchant tailor and men's furnisher, Listowel, Ont., has removed to Berlin.

The Palace Clothing House, Limited, Vancouver, B. C., has assigned to Arthur C. Burdick.

The Niagara Neckwear Co., Limited, are showing some beautiful things in peau de soie, baratheas and ottoman silks for high-class Autumn wear.

The Niagara Neckwear Co., Limited's scarves at \$6, \$9, \$12 and \$15 per dozen are exclusive productions for exclusive wearers.

The Dominion Suspender Co., Niagara Falls, show a magnificent line of Christmas suspenders this season, all made up on a different order and style than ever shown before in a holiday line.



MONTREAL AND TORONTO, October 31, 1900.

THE CANADIAN COTTON MARKET.

THE Canadian manufacturers have been advancing prices all this month, until nearly every line is affected.

On October 6, The Dominion Cotton Co. issued a new list, advancing yarns and warps as follows:

Unbleached cotton warp	½c. per lb.
Colors.....	½c. "
Single yarn	same.
Demi cord....	1c. "
Demi 2-ply 16.....during the season	2c. "

The same concern also advanced sheetings. One line, bleached sheetings No. 10, is 3¼c. a yard higher than this time last year. Pillow cottons are up ½c. or 1½c. since last year. Grey sheetings are up ¾c., or 3¼c. over last year. As to grey cottons, the following may be noted:

No. A—27 and 34 in.—is withdrawn, which takes every cotton out of the market that is less than 4c.

AAA. cloth increases ¼c. or ⅝c. in a year.

Medium cloth, No. B, increases ¼ to ⅝c. or 1¼c. in a year.

Higher grades (No. MR) increase ⅓ to ¼c. or 2c. in a year.

The new list of The Merchants Cotton Co., issued October 17, shows some advanced prices: In bleached cottons, the cheapest have gone up 1c. a yard in the year; (medium) CA, 1⅓ to 1¼c., and the best, 1⅝c. The other prices in the list are on the same scale as The Dominion Cotton Co.

On October 12, The Canadian Colored Cotton Co. advanced all their saxonys, domettes, shakers and apron gingham, and yarns about 5 per cent.

The Dominion Cotton Co. advanced prices on many lines of their white and grey cottons. Big advances in canton flannels—about 1¼c. per yard. Sheetings marked up high.

As to prints, it will be noticed below that both the Colonial Co. and the Magog Mills have advanced prices in a majority of lines.

The shutting down of the Valleyfield cotton mills, owing to the riots and strikes, may affect the market in linings, such as silesias, surahs, etc.

On October 27 the Montreal Cotton Co. advanced foulards, ten lines of turkey reds, five of ducks, muslins, apron muslins and several other of their products about ¼c. a yard. In the case of ducks the advance is about ½ to 1c.

THE WOOLLEN MARKET.

The London wool sales, which have been going on in London during October, are said to furnish some comfort to the woollen trade, although the wool-grower cannot say as much. Prices began with a decline of 15 per cent. from the previous sales. The sales come to an end next Saturday, that is, November 3, and it is expected that no further decline, but rather an advance, will take place.

Writing October 20, the Bradford correspondent of The Draper's Record says: "Up to the present time by far the greater proportion of the merino wool sold at the present sale

series in London has been taken by buyers from Yorkshire, and should no system of withdrawing wools by the importers be practised, I believe that the West Riding is prepared to go on purchasing this same proportion of the merino wool offered up to the end of the sales. There are, however, evidences that continental buyers are gradually regaining some amount of confidence, and, as the Americans also seem to want some fine wools, there is every reason to expect that the prices of merino wool in London will be, at least, maintained at their present level. The tendency of fashion in dress goods is certainly more in the direction of the use of fine soft wool goods, and the present moderate price of raw material is sure to stimulate the trade in all classes of fabrics, both for men's and women's wear, made from merino wool.

"Some of the French manufacturers seem to have been selling soft wool dress goods at such low prices recently that they must have been expecting a still further fall in the prices of merino wool; but, even in their own market, the quotations for fine wools have already shown some advance, and the tendency is distinctly upward.

"Prices of the cheaper classes of cross-bred colonial wools have, up to the present time, hardly shown the advance at the London sales which was expected here, but the selection of this class of wool, offered up to the present time, has been distinctly below an average, and that Bradford is cheaper than London is shown by the fact that, both makers of combed wool tops and spinners of yarns, made from these wools, are advising their customers of advances in price.

"There is no doubt that some very large orders for worsted yarns, made from these cheap colonial cross-bred wools, have recently been placed with spinners here by manufacturers of such fabrics as dress goods, serges, and that these makers have, in their turn, taken large contracts from the home trade merchants for the coming Spring. As Bradford all-wool dress serges seem to be becoming more popular every season, there is every prospect of the demand for these wools being well maintained.

"Most classes of home-grown wools, both of a lustrous and non-lustrous kind, are in better demand, and prices show a slightly upward tendency.

"The quotations for both mohair and alpaca yarns are stationary, but in the past few weeks the purchases of raw material have been so heavy, that now very little remains outside the control of the users."

NOTTINGHAM LACE REPORT.

In certain specialties of fancy millinery laces there is much activity, says the Nottingham report of The Draper's Record. Valenciennes are still in favor, and torchons are in good request, as also are all-over nets. The different millinery specialties are selling in laces, insertions and galloons. Limited inquiries are being made for silk laces and nets and articles of neckwear.

There is a good demand for spotted and other nets, and the bobbin net, light tulle, and mosquito net branches are well engaged. No stocks of current goods are on hand, and prices remain abnormally high, without any inclination to come lower. Corset nets meet with a fair inquiry. Stiff foundation nets are only in limited request, but there is no change in quotations.

The making-up departments continue in an active condition, and caps, aprons, blouses and other fancy articles are in good request. An average demand is experienced for veilings

E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.
TORONTO.
ONT.

SAMPLES Now on the road.



Our Fall line of samples will be found very complete and interesting. With business has been established and the line is ready to be sent to you. The samples are shown by accompanying cut. These prices are for the samples only and do not include the cost of the material. The samples are sent to you for your own use and are not to be used for any other purpose. Please send your order to the above address.



Remember, we guarantee satisfaction.

"We Fear Nae Foe."

The Berlin Button and Suspender Co.
BERLIN, CANADA.

ILLUSTRATE YOUR ADVERTISEMENTS. ILLUSTRATE YOUR PRICE LISTS. EMBELLISH YOUR ADVERTISING MATTER WITH ILLUSTRATIONS OF YOUR PRODUCTS.

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal an illustration of a cut of a particular article. Do you want a cut, from photograph, of yours, of the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it. Write today. Don't wait.

Electrotype size of those shown in this ad. will be sent with postage and duty prepaid at the following prices:

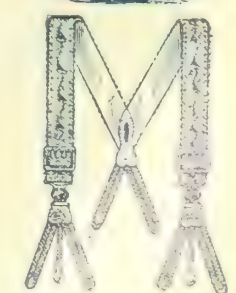
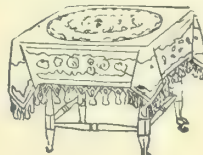
Less than 10, 25c. each.	From 25 to 49, 23c. each.
From 10 to 24, 24c. each.	From 50 to 99, 22c. each.
	100 or over, 21c. each.

Send for proof-sheets. Hundreds of cuts to select from.
Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.

Electrotypers and Photo-Engravers.

THE PUGH CO. 67 Yonge St., Toronto, Ont.
Distributing Agents for the Dominion of Canada.



THE MARKETS—Continued.

in all the latest designs and colors. Cotton embroidery trimmings are slow of sale. Irish crochet edgings are selling as formerly.

Good quantities of lace curtains, window blinds, furniture, lace, and toilets are selling for the home trade and for export. The American demand keeps up nearly to the average level, and manufacturers are hoping for an enhanced inquiry from this quarter shortly. Styles and qualities are more varied than ever in lace curtains, and they appear to have driven the Indian muslin ones quite into the background.

DRY GOODS THREAD PRICE LIST.

STANDARD—16-oz. lb. (in red boxes.)—Hanks.

Genuine, Nos.	25	30	35	40
Per lb.	\$1 20	1 35	1 45	1 70

A. QUALITY—12-oz. lb. (in boxes)—Hanks. ½-oz. knots.

Genuine, Nos.	25	30	35	40
Per lb.	\$1 00	1 15	1 25	1 40

BEST "LAGAN" LINEN THREAD—

Nos.	25	30	35	40
Per box.	\$0 52	0 58	0 65	0 75

"PASSAIC" LINEN THREAD—8-oz. lb. (in boxes)—Hanks.

Nos.	25	30	35	40
Per box.	\$0 32	0 35	0 40	

CARPET THREAD—16-oz. (in red boxes)—Hanks.

3 Cord drab, green, black, white, brown	\$1 00 per lb.
3 Cord red	1 05 "

EXTRA STRONG BUTTON THREAD—"Fil au Grand Prix"—\$1.20 per box of 48 balls, Nos. 30 and 40, black and drabs.

WHITE LINEN FLOSS.

1st, 2nd, 3rd, 4th, 72 knots to box, or assorted 1 to 4..... \$1 05 per box

LINEN THREAD ON SPOOLS.

Black, drabs, 3 Cord—200 yds. \$1 00 per doz. } Nos.
W., B., and white (3 "—100 " 60 " } 25 to 100

Nos.	16	18	20	25	30	35	40	50	60	70	80
Lb.	\$1 05	1 10	1 15	1 30	1 40	1 55	1 75	2 05	2 25	2 60	2 90

GILLING THREAD—3 Cord—14-oz. lb. ¼-lb. balls.

Nos.	25	30	35	40	50	60
Per lb.	\$0 77	0 90	1 00	1 10	1 25	1 50

COLONIAL CO.'S PRINTS FOR SPRING, 1901.

The price list of the Colonial Bleaching and Printing Co., Limited, for Spring, 1901, issued October 10, is as follows:

Prints—

No.	20	30	40	50	60	70	80	90	100
No. 20 cloth	5½								
No. 30 cloth	7½								
No. 23 cloth	8½								
No. 23 aniline	8½								
No. 19 cloth	10								
No. 19 aniline	10								
No. 15 cloth	10								
Ducks—									
No. 28 cloth	10½								

Sateens—

No.	54	47	21	Colonial	Kopje	No.	18	6
No. 54 cloth	12½					No. 18	8½	
No. 47 cloth, mercerized	17½					No. 6	11½	
Kitchener Tweed—								
No. 21 cloth	10½							
Flannels—								
Colonial Flannel	8							
Kopje flannel	9							
Twills—								

MAGOG PRINTS NEW LIST, SPRING, 1901.

STAPLE LINES.

H. cloth	5½	HHH. heavy cloth	10
No. 1 cloth	6½	AAA. heavy cloth	10½
No. 2 cloth	8½	C cloth	10½

INDIGO—Special.

S.C. Indigo	8½	XXX. Indigo	11
D.C. Indigo	11	G.C. Indigo	13

FANCY LINES.

N.N. sateen	11	Ex heavy moles	21
A. duck costume	8½	Salisbury costumes	8
Princess piques	11½	Summer suitings	9
A.A. duck costume, indigo	10½	N.B. costumes	9
A.A. " " aniline	10½	Twill cretonne	8
C. duck costumes	12	Ottoman cretonne	10
X.X. K. skirting	11½	Oatmeal cretonne	11½
Moreen skirting	11½	Crash suitings	12½
H. drill	12½	M. 2 linenettes	10
Ladas tweed	12½	C. linenettes	12
Saxony suiting	15	Sateen cretonne	
Heavy moles	17	Embossed skirting	10

SLEEVE LININGS.

No. 11, sleeve linings, 39-40 in.	No. 44, sleeve linings, 39-40 in.
No. 22, " " "	No. 22, X " "
No. 33, " " "	Emboss ed " "

The above list is dated October 6.

R. Armstrong, Toronto Junction, was in town the other day and called on the DRY GOODS REVIEW.

Mr. John H. Hager, Hagersville, Ont., was in Toronto lately and called on the DRY GOODS REVIEW.

Couch, Johnston & Cryderman, of Bowmanville, have made another addition to their extensive premises. They have built a room adjoining the workshop expressly for the use of their cutter, Mr. James Saunders, and have taken the rooms formerly used by him for their ready-made clothing.

Mr. James Croil, past vice-president of the Dominion Commercial Travelers' Association, is a candidate for the presidency for 1901. Mr. Croil has long been prominently connected with the association, and has been a member of the association since its formation in 1874. He represents the wholesale dry goods house of Thibaudeau Bros. & Co., Montreal.

A. Sweet & Co., of Winchester, have just issued a handsome catalogue for the Fall and Winter trade, enumerating the articles and prices of the same contained in their mammoth store, which is conducted on the principle of the city departmental stores. The catalogue, which is profusely illustrated, fully demonstrates that there is no need of sending away from Winchester for anything in the mercantile line, as A. Sweet & Co. can supply it and as cheaply as anyone.



You'll lose your pants if
you don't get a box of
Automatic Buttons.



The
Automatic Bachelor
Button.

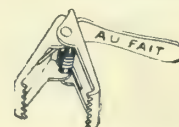
**J.V. Pilcher Mfg. Co., Louisville, Ky.**

Owners and Manufacturers.

Glassford Bros. & Pollock

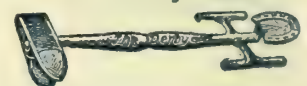
Distributors
for Canada.

Baby "Au Fait"
Scarf Retainer



Patented Aug. 25, 1891.

The "Derby" Link



Patented Nov. 29, 1898.
For All Cuffs.

The New "Star" Cuff
Holder



Patented.
For Link and Plain Cuffs.

DEBENHAM & FREEBODY

Cablegrams, "Debenham, London." Telephone 2157, Toronto.

London, Paris, New York, Brussels, Lyons, Melbourne, Sydney, Toronto.

WE HAVE NOW IN STOCK:

Black Taffeta Silks, all prices.
Colored Taffeta Silks, all shades.
Black 24-in. Satins, all prices.
Colored Satins, all shades.
Black Peau de Soies, full range.

Black Mervieuilleux, assorted qualities.
Black and Colored Velvets.
Taffeta Ribbons, Faille Ribbons,
Satin Ribbons, in Black and all
fashionable shades.

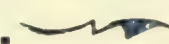
A consignment of Choice French Laces will be to hand first week in November.

Quotations about equal to direct importations in all the above lines.

Our extensive and world-wide trade enables us to give exceptionable advantages.

Samples mailed upon request. Buyers cordially invited to call.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

THREE Winners. 

Sample Orders Solicited.



PATENT No 54529



Patented Jan. 10, 1900.

Kabo Bust Perfector.



B. & C. Wright Bust Form.

Manufactured Only By

BRUSH & CO., Toronto.

B. & C. Erect Form - Front Corsets

Montreal Wholesale Trade.

THE W. R. BROCK CO., LIMITED.

THE W. R. Brock Co., Limited, report a continued call on their print and staple department. Specialties are still being offered. At present a special imported line of wrapperettes are being cleared at job prices. In staples, some job lots of striped flannelettes are on sale.

The smallware and notion department has several interesting features to offer just now. A magnificent line of pompadour combs, full round and half round, has been stocked and ought to prove good sellers to the holiday trade. Celluloid hairpins and ornaments are shown in great variety. This firm shows itself to be up-to-date by having a big range of new gilt goods for blouse trimmings, including tinsel braids and cords, and a fine line of gilt buttons. Brock's dress shields are very popular. A new and catchy line of fancy garters ought to be takers for the Christmas trade. Their perfumes and fancy boxes are having a ready sale.

The W. R. Brock Co., Limited, are asserting their claim to be headquarters for ladies' and children's underwear; they are keeping an extensive range of all makes. They are showing some good values in plain and ribbed hosiery. Women's and children's flannellette underwear are proving to be ready sellers at the present moment.

In the trimming department is shown a full assortment of black velvet and satin and cotton back velvet ribbons. A nice line is also to be seen in black and white imitation fur, swansdown and wool. Blue braid, as well as pearl and gold trimmings, are to be found in a variety of patterns.

ROBERT C. WILKINS.

Mr. Robert C. Wilkins has a new line of "Wild West" overalls and jackets that are striking the public very favorably. His range of outing, golf, tennis and yachting suits for Spring are worthy of attention. Mr. Wilkins has so many orders booked ahead for the new plaid back "Rainy-day" skirts, that he cannot fill any new orders before November 15.

JOHN GORDON & SON.

John Gordon & Son, Montreal, have been appointed sole selling agents in Canada for the linen thread manufactured by Henry Campbell & Co., Limited, Belfast, and a complete stock of these goods has arrived in Montreal. This make of thread has of late years become one of the most favorably known brands, both in British and foreign markets, a proud position it has gained on its merits, for the makers turn out only superior goods of uniform strength and guarantee weight and length. The Canadian agents have already placed some goods, and customers report satisfaction.

THE AMERICAN SILK WAIST MANUFACTURING CO.

The American Silk Waist Manufacturing Co. are busy making extensive improvements and increasing the capacity of their factory at 323 St. James street. The firm have succeeded in securing the whole building in which they have been situated, and now the office and showrooms will be accommodated at the same address. Machines are being set up every day until there are now about 100 machine operators at work. While the changes have been going on, the work of the factory has been somewhat impeded and orders have

had to be declined, but, by running the factory night and day, the firm ardently hope to have all orders booked for the holiday trade filled by November 15. The travelers will be ready to go on the road with Spring goods about the first week in December.

The managers are now congratulating themselves that they have refused to manufacture cheap goods, for a market has soon been found in Canada for reliable waists of first-class quality. One of their cheapest waists is No. 555, and dealers may obtain samples of this style on request. It is a waist made of a soft-finished silk, is tucked front and back, has tailor-stitched collar and cuffs, is lined throughout, and is of dressmaker finish. The price is \$2.60 for black, with 15c. extra for colors. Samples of other styles will be forwarded on application and to each sample will be attached pieces of silk showing the variety of colors in which each waist is made.

M. MARKUS.

Mr. M. Markus has some more new features to lay before the wholesale and retail trade. He has now on hand a complete range of small gilt buttons from 10 line to 18 line in the different styles; they are the latest novelty, and dealers may have orders filled on short notice. He is just placing a convenient article before the public under the name of the "Safety" buckle. It may be used on either pants or vest. The commendable feature of it is that it has no points, yet it is handy and sure. Mr. Markus has sole control of the agency for the United States and Canada. He is now showing a fine range of vestings of German manufacture. New taffeta silks, both plain and fancy, are in stock, and seem to show extra good value. An exceedingly good variety in laces is still before the public eye, and here his motto, "Vinci non potest" is particularly applicable. Ladies' scarves promise to be popular in next Spring's styles again; for this contingency Mr. Markus has prepared himself by procuring the latest novelties in silk with fringes and insertions, and in a variety of colors and styles. Dealers may depend on the "Lion and Eagle" brand.

GAULT BROTHERS CO., LIMITED.

The Gault Brothers Co., Limited, Montreal, are showing some good values in serges and worsted coatings for December delivery. This firm were fortunate in taking advantage of the drop in price of wool, and some rock-bottom contracts have been placed. Their "Victory," "Viking" and "Yale" serges, as well as "Bellwarps," are worth inspection. In pantings they claim to have a most superior 75c. line. Early delivery of Fitzsimmons & Landslide's goods cannot be guaranteed unless orders are placed at once, for they are largely booked-up already.

The smallware department is entering upon another season in embroideries. All-over embroideries are being used for waists, Fall costumes and skirts, with an exceedingly stylish effect. All styles seem to be demanding a certain amount of laces and embroideries in trimming this year. All-over insertions and galoons are also stylish. Guipure laces are still in heavy demand, and several cases, comprising some 200 patterns, in all-over nets, edgings and insertions, have been put into stock. Travelers are now getting samples of a splendid range of "Crescent" brand of skirts, wrappers and shirt waists, in all the latest designs.

A great array of holiday handkerchiefs are in stock. Ladies' hemstitched handkerchiefs with lace inserted corners; hemstitched, embroidered and lace-trimmed handkerchiefs are to be found in endless variety. Belfast and Swiss makes are coming in daily.

Muslin Underwear

for Present and Later Deliveries.

Having bought Cottons, etc., before the recent advances, our prices correspond to the advantage thus gained.

THE

"GEISHA" WAIST

(TRADE MARK REGISTERED)



Made of materials adapted for
WINTER and SUMMER WEAR.

For 34 years we have been known as Manufacturers of

Reliable Garments

Excellent in Make

Perfect in Fit

Attractive in Style

The Class that Sells and Satisfies

This reputation is a solid guarantee in itself.

FRANKENTHAL BROS.

77, 79 and 81 Wooster St.

NEW YORK.

The Outlook in Spring Dress Goods

What Canadian Buyers have to Say
of the Styles and Makers.

"FASHIONS for Spring," says a prominent buyer, just back from Europe, "have been very slow in revealing themselves, but at last the decree has gone forth, and it is a pretty well-assured fact that homespuns and friezes will continue to be popular during, at least, the early part of the season, in the same shades as are at present so much in vogue, with the addition of lighter shades of grey, fawn and brown. Later on, smooth-faced materials, such as box-cloth, sedans, venetians, etc., will cut a prominent figure in much the same range of shades, with the addition of cardinal and grenat, in which may be included the new Indian red.

"Tweeds are already prominent for Spring, and, for them, early orders have been placed by the trade, but it is noticeable that they are almost entirely on plainer, smaller patterns, and that the taste for large checks is on the wane. Speaking of checks, there is an undoubted revival in tartan effects, which, for the last few months, have been slow, but the strong demand for them will be in lines to retail up to 50c. per yard only, and at that price a cloth composed altogether of wool and silk should be secured.

"Fancy blacks must not be overlooked, for, notwithstanding their phenomenally long reign, they are still to the fore, and likely to remain there for some time to come, though small bright patterns promise to supersede almost entirely the large blister effects which have had such a long term of office.

"Following next, as the season advances, will arrive printed wool delaines, which, even now, show signs of early popularity, and are likely to continue and increase, so I should advise orders being placed before the choice of novelties is spoiled, as repeats will be very slow in delivery. Printed muslins are sure of a successful run, and, in them, as in fine prints, mercerized sateens and pongees, foulard patterns, with the new wedgewood blue, will be a leading feature."

R. L. Davidson, dress-goods buyer for John Macdonald & Co., who has just returned from his trip placing orders for Spring goods, reports that the run is chiefly on plain goods, voiles, taffetas, and other soft, clinging materials having the attention of all buyers. Open work goods, such as grenadines, lace-work, etc., are also proving popular. Venetians and other goods of that class are largely in evidence. French printed delaines are showing signs of being a big thing for Spring business. In black goods, a great variety of weaves, such as armures, pebbled effects, etc., are being sold. Mohair figures and silk and wool figures are in favor in blacks. For tailor-made costumes for early Spring there is a certain amount of demand for light tweed effects.

There have been no new developments in the demand for Winter goods. Cheviots and other similar materials in browns, castors, and greys are still in evidence. Plaids are still holding their own in New York, and are bound to have a fairly good sale here this Winter. Next Spring, plaids may not be as popular as was the case this year. They are not as well adapted for Spring and Summer wear in the country as for Autumn and Winter, so the popularity of the past season is hardly expected to continue through another Spring.

Mr. Leslie H. Gault, of Gault Brothers Co., Montreal, has just returned from Europe with a budget of interesting news. He confirms the report that during the month of September the cotton market in England was in a most unsettled state, owing to the scarcity of raw cotton. During the first two weeks of September, raw cotton advanced 2d. per lb., equal to ½d. per yard on cloth. But the advances were not confined alone to cotton; coal, chemicals, etc., used in the production, had also increased in value. This caused manufacturers to withdraw their quotations, and many were obliged to reduce their production several days per month, not having sufficient cotton to supply the demand.

In woollen goods, both English and French, there has been a reduction, but as these goods had advanced nearly 40 per cent., it was not unexpected. The Canadian merchants, however, had never paid anything like the market value, and present prices now rule about 15 to 20 per cent. over the lowest point of 18 months ago. The last wool sales opened with a reduction, but not as much as was expected and this had already been discounted on September prices.

In the dress-goods market no special features were pronounced for the coming season. The high-class trade were using cheviots, plain cloths and neat checks for costumes. For the early Spring trade, wedgewood, fawns, and greys, will be fashionable shades. Quite a demand has sprung up for colored cashmeres in these shades. Embroidered flannels will be much in demand for waists, two of the most popular designs being the fleur de lis and crescent.

In the print trade much greater taste seems to have been displayed than usual, and some of the English and French styles in sateens are taking the place of silks, some lovely new designs and colorings being shown. The print season on this account will be a large one. Cardinal velvets, velveteens and flannels are now very fashionable for blouses. White goods for the Summer trade will be much used in lawns, Swiss spots, checks and stripes.

Mr. Geo. B. Fraser, of S. Greenshields, Son & Co., has also returned within the last few days from the European markets. He also brings some new ideas.

In dress goods he reports a tendency towards plain goods, such as bengalines, poplins and voiles in new pastel shades; these will likely be fashionable for Spring. Blacks will again be popular. There is a most pronounced favor shown for printed opera flannels, in stripes, checks, etc., for ladies' shirt waists. Brides' goods, such as mohairs, are again in the running. Plain silks will likely be good for blouses and trimmings; fancy silks seem to be out of favor. Red is the predominating color.

Woollen goods are back to their old prices, and cashmeres and all goods made from merino wools are tending higher. It is generally conceded they have reached rock-bottom.

The craze for gold braid is evidenced by the statement made by one manufacturer in England, to the effect that gold braid had advanced 120 per cent. in value. Gold braids and buttons and trimmings of all sorts are having a decided run. Anything of a military character is popular, and this explains the general call for gold and red.

Linen goods are firm, particularly cotton-warp goods. Mr. Fraser says that if his firm had to buy their linen goods over again, they would have to pay about 15 to 20 per cent. more than what they cost them some time ago. All goods containing cotton, such as velveteens, sateens, etc., are very firm.

The Penman Manufacturing Co.

Limited

Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.

Mills at

Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.

To the trade:

ESTABLISHED 1849



...November

Christmas Wants Filled

will be a feature of our business during this month. Every department is showing special novelties suitable for Holiday Trade. The assortment is large and the value is interesting keen buyers. Do not fail to see our

- Novelties in Fancy Linen Goods.
- Novelties in Men's Mufflers.
- Novelties in Men's Neckwear.
- Novelties in Fancy Goods.
- Novelties in Umbrellas.
- Novelties in Ladies' Lace Collars.
- Novelties in Blouse Silks.
- Novelties in Fancy Knitted Goods.
- Novelties in Sash Curtains.
- Novelties in Curtain Muslins.
- Novelties in Pillow Shams.
- Novelties in Bureau Covers.
- Novelties in Table Covers.
- Novelties in Mats and Rugs.
- Novelties in Black Silk Brocaded Cloakings.
- Novelties in Golf Cloakings.
- Novelties in Homespun Suitings.

Send us a letter order stating the amount you would like to invest, and the class of goods you would like to buy, and we will forward you

An Excellent Assortment.

JOHN MACDONALD & CO.

Wellington and Front Streets E., Toronto.



VOL. X.

MONTREAL AND TORONTO, DECEMBER, 1900

No. 12

FOR LACE NOVELTIES

OF EVERY KIND

A GO-AHEAD FIRM

IS THAT OF

TIDSWELLS, 3 and 2 Wood St., LONDON,
ENGLAND.

WHO SUPPLY THE FOLLOWING GOODS:

SHIRTS,
LACES,
VEILINGS,
MADE-UP-LACE,
BLOUSES,

APRONS,
ROBES,
CRAVATS,
COLLARS,
BELTS, ETC.

TIDSWELLS

Factory:
Old St., London.

3 and 2 Wood STREET,

Also at Glasgow,
Sydney and Melbourne.

LONDON, ENG.

Mantles,

COSTUMES,
SKIRTS, ETC.

Canadian Buyers will always find the very latest
Novelties in Ladies' and Children's

SKIRTS, BLOUSES, JACKETS,
MACKINTOSHES, CAPES, ETC., ETC.

in our showrooms. Special attention is being given to the require-
ments of the Canadian Trade, and we will be glad to show our
samples, and learn your needs.

CORBY, PALMER & STEWART

39, 40, 41a St. Paul's Churchyard, LONDON, ENG.

YOU NEED NOT HESITATE

as to what lines of
Dress Goods will

PLEASE YOUR CUSTOMERS.

PRIESTLEY'S DRESS GOODS

..ARE..

STYLISH, FASHIONABLE and DURABLE

And you should have a good assortment

For Christmas Trade.

Your orders will be promptly attended to.

S. GREENSHIELDS, SON & CO.,

Montreal and Vancouver, B.C.

Sole Agents for Canada.

WYLD-DARLING

COMPANY, LIMITED.

CHRISTMAS

NOVELTIES

1900

WHITE VALENCIENNES EDGINGS AND INSERTIONS
AND LACE EDGE FOOTINGS.

LARGE VARIETY. ————— NEW PATTERNS.

Baby Ribbons--6 qualities--Silk, Satin and Moire--in all shades.

Ladies' Patent Leather Belts--Straight and Graduated--WITH BUCKLES
OR DOMES.

The Military Belt--Patent Leather with Gilt Trimmings.

LACE CURTAINS--Newest patterns in Nottingham and Swiss.
BLACK AND COLORED VELVETEENS--At old quotations.
BLACK FIGURED DRESS GOODS--Values better than ever.
HANDKERCHIEFS--In Embroidered and Lace Edges.
Latest Novelties in Exclusive Designs.

FANCY LINENS IN H.S. AND FRINGED
TABLE COVERS, SIDEBORD DRAPES,
TRAY CLOTHS, D'OYLIES, ETC.
PILLOW SHAMS--In Swiss and Irish Embroidered.

Bleached Damask Cloths, and Napkins to match—all sizes.

ORDERS BY LETTER RECEIVE SPECIAL ATTENTION.

WYLD-DARLING COMPANY, Limited, TORONTO.



"Rooster Brand"

"I Grow

OVERALL"

Big stock,
all ready for
sorting up.

WINTER SHIRTS,
WINTER PANTS,
WINTER SMOX,
OVERALLS and JACKETS.

Winter Skirts: The latest "Check Back"
Rainy-Day—Tweeds, Homespun, Serges,
Lustres, Repps, etc., etc.

Order by letter; we will
treat you right.

Robert C. Wilkins

198 MCGILL STREET

Manufacturer

MONTREAL

Perrin's Gloves

are the best.



QUALITY GUARANTEED.

"Grand Prix"

AT THE PARIS EXPOSITION OF 1900.

If you need any kid gloves for your Christmas Sales,
send in your orders at once, while our stock is complete.

Perrin Freres & Cie., 5 Victoria Square, Montreal

S. GREENSHIELDS, SON & CO.

MONTREAL and VANCOUVER.

GOODS FOR HOLIDAY TRADE

DRESS GOODS.

CASHMERES, in Evening Shades.
SILKS, Blacks, Colors and Fancy.
VELVETEENS, Blacks and Colors.
OPERA FLANNELS, Stripes and Spots.

CURTAIN DEPT.

NEW GOODS RECEIVED IN

CURTAINS, CURTAIN NETS, CRETONNES,
ART MUSLINS, SASH MUSLINS,
CHENILLE PORTIERES, RUGS, ETC

MEN'S FURNISHINGS

FOR XMAS TRADE.

ENGLISH AND AMERICAN BRACES,
UMBRELLAS, all Styles,
TIES, Derbys, Flowing Ends, Ascots,
FANCY MUFFLERS, PLAIN AND FANCY HALF-HOSE,
IMPORTED UNDERWEAR, WOOL TRAVELLING RUGS,
MEN'S AND BOYS' FANCY SWEATERS,
DRESSING GOWNS AND SMOKING JACKETS.

NOTION DEPT.

NOVELTIES IN

{ CUSHION TOPS,
METAL TOPS FOR SILK BAGS,
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Long Cloths, Cambrics, Nainsooks, Twilled Shirtings, Double Warp and Medium Calicoes, Plain and Twilled Sheetings, Pillow Cottons, Drills, Flannelettes, Sateens and Dress Foundations.

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GOLD MEDAL, CAPE TOWN	1877	FIRST AWARD, ADELAIDE	1887
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This special make of Frillings far exceeds all others in beauty of Design, fine quality of Cambric, exquisite finish and general utility. **THE "PLANTAGENET" GOODS** are sold ready for sewing on, avoiding vexatious and tedious labor. They are also much cheaper than any other make, and once bought are sure to be repeated.

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Full length and full weight—all as represented.

All orders will have immediate attention.

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COMPLETE ASSORTMENT IN STOCK.

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Fast Colors and Up-to-Date Styles.

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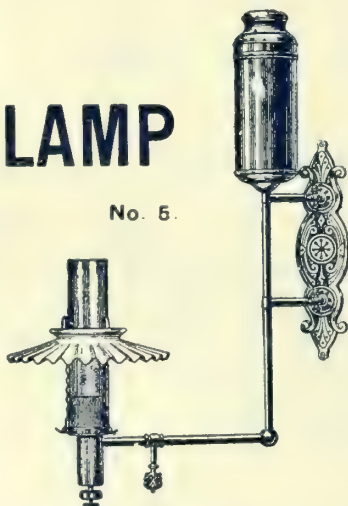
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The Light of Eight Oil Lamps
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Covered by the broadest possible Guarantee. The construction, finish and appearance are unequalled, but it is your satisfaction which we guarantee. If you don't like the lamp for any reason you can get your money back. No other lamp in Canada is so broadly guaranteed, for no other is as good.



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Dominion Agents for

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Manufacturers of Shirts, Collars, Neckwear, Dressing Gowns, Pyjamas, Etc.

Full ranges for Spring, 1901, now ready.

Special ranges Flannel Outing Suits.

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For all Climates. For all Seasons.

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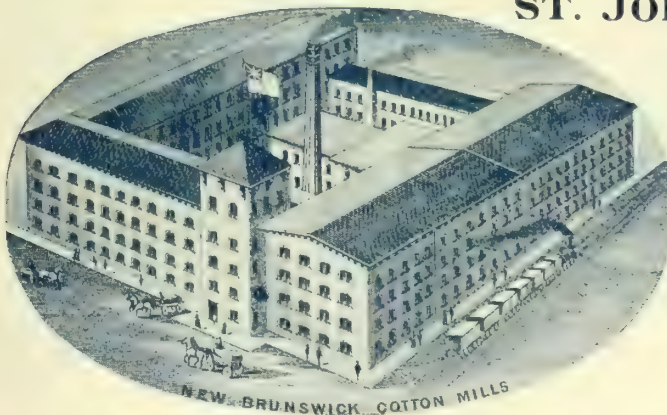
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*Will receive during the month
of December their first de-
liveries of*

Spring Prints

*including a large number of the
season's novelties, such as:*

**FOULARDS, WEDGEWOOD
BLUES, HARVEST BLUES,
ROYAL JAPS, OX BLOODS,
OMBRES, NEW GREYS, - -
PASTELS, MERCERIZED
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Xtra Heavy Wide Cloth

*20,000 PIECES of which were
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obtain sole control for the
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An early selection from samples in the hands of their travellers or by
Letter Order will secure the best designs.

The Canadian Dry Goods Review.



Here ends a year and a hundred
years.

VOL. X.

MONTREAL AND TORONTO, DECEMBER, 1900.

No. 12.

TRADE IN MANITOBA AND THE NORTH-WEST.

(Conclusion of our Special Correspondent's Investigations.)

MOOSEJAW.

AFTER leaving Regina the next stop was at Moosejaw, a divisional point on the C. P. R., and the terminus of the Soo road.

The town is very prettily situated in a shallow valley, through which flows Moosejaw Creek, a considerable stream, which has been dammed to form a lake for the town. As far as natural advantages are concerned, it would be infinitely more suitable for the capital than the site of the present capital, Regina. Moosejaw is in many respects a railway town, but as it is surrounded by a fine farming country it will no doubt in time assume the proportions of a small city. The Canadian Pacific Railway has done much to beautify it by the erection of a handsome station, dining hall and hotel, of red brick, and the laying out of most beautiful gardens and a small park along the banks of the stream. On the 15th of October the pansy beds in these gardens were a mass of bloom.

A great many of the buildings in the town, both business houses and private residences, are of red brick, and the effect against the wide sweep of cultivated prairie on one side, and the trees and lake on the other, is very good.

Owing to the laying off of the Imperial Limited a day earlier than was anticipated, your correspondent was obliged to leave Moosejaw at 5.30 Sunday evening, and in this way had no opportunity of calling on the trade generally, but from a few inquiries made Saturday evening it appeared that busi-

ness was in a fairly prosperous condition, and crops were turning out very well indeed. Near Moosejaw is Buffalo Lake, the celebrated shooting ground for wild geese, and here, the very day after your correspondent left, Mr. Simington, one of the business men of the town, met with a fatal accident.

EDMONTON DISTRICT.

At Moosejaw your correspondent met with several grain men returning from inspection trips in the Edmonton country. They had gone up to Edmonton on the 2nd of October, and on the 3rd and 4th it had snowed all day, until the magnificent crops of the district lay in stook under fully seven inches of wet snow. Everyone concluded it was all up with the crops. When these men returned on the 13th, all along the line from Edmonton the threshing machines were in full hum, and the wheat was yielding 40, 45, 50, 55 and even 60 bushels to the acre, and showing remarkably little damage from the snow. Four days of bright sunshine and crisp wind had thoroughly dried the grain. The crop of the Edmonton district is the largest and heaviest they have ever had.

NAPINKA.

Reaching Brandon, on the return trip, on Monday, the 15th, your correspondent proceeded south-west to Napinka, a distance of some 75 or 80 miles. This branch of the C. P. R. runs through a good farming section, and the same scene of

TRADE IN MANITOBA—Continued.

threshing and stacking, was again and again repeated. Inquiries at Souris and Hartney, where the train made short stops, elicited the same story of better yield and quality than had been hoped for. Napinka was reached at 6 p. m. This also is a railway divisional town, and is chiefly notable for its row of tall elevators. When the grain season is in full swing the air resounds with the shrieks of shunting engines and the rumbling of heavily laden grain cars.

Hamlin & Cameron are the chief general merchants of the town, and have branches at Lauder and Melita. They report business good and collections very fair at all their branches. They anticipate a heavy November trade.

Samuel Titus, general hardware and stoves, reported business in his line very quiet at present, but trade during the summer had been good. 6.45 seems an early hour in October, but it was worth getting up to see the shimmer of hoar frost on the stretches of open prairie, the elevators like tall, sheeted ghosts, and the first faint rays of the sun turning the horizon to deep violet. As the train gets under way it is delightful to watch the smoke from the engine. It rises first in great dun-colored puffs, twenty feet from the engine it has become pure white, and dips until it almost touches the ground, rises to a height of twenty feet, dips again, the sun comes up and catches it and it becomes a golden haze. As far as the eye can reach behind the rushing train is this long trail of smoke, rising and falling. It is one of the peculiarities of the prairie, that long before you can either hear or see a train you see, perhaps ten, twelve or fifteen miles away, against the sky line, this long, thin cloud rising and falling in a regular pattern, and know that if you but wait long enough you will see a train rush by with its load of passengers, or perhaps forty or fifty box cars full of wheat.

The strip of country from Deloraine to Minga has suffered more than any district seen by your correspondent from the rains, and the land was still too wet to plough. Yet, even here, people were not disheartened. From Minga east the appearance of everything improved.

CRYSTAL CITY.

This little town was for years chiefly noted because of the fact that Hon. Thomas Greenway's celebrated farm "Prairie Home," is situated near it.

When Mr. Greenway was Premier of Manitoba he frequently said he was more anxious to be known as the "premier farmer" than the "farmer Premier," and in this respect his wishes are likely to be gratified. Under the able management of Mr. James Yule, a graduate from Guelph, the farm is fast becoming a model of diversified agriculture. This year they have threshed the crop from 1,000 acres, there are 175 pedigreed cattle in the stable, 140 pure bred pigs in the piggery, and the day of your correspondent's visit a man all the way from the State of Kansas was negotiating the purchase of some of the fine Shropshire sheep.

The town of Crystal City shows more growth for the year than any point in Manitoba or the Territories touched by your correspondent. A low estimate of the building and improvements to buildings for the year is \$50,000. Some of these improvements are of a most substantial character. One block erected jointly by Sparling & Lauder and Hon. Thomas Greenway is of brick on stone foundation, two storeys with basement; the size 62 x 65. This building will be finished in the most up-to-date manner, plate-glass windows, metal ceilings,

and lighted throughout with acetylene gas. The south half will be occupied as a hardware store, with tin shop above, by Sparling & Lauder, and the north-half by Sharp & Mutch, general dry goods, etc. The Oddfellows have erected a handsome brick block, 26 x 50, two storeys and basement. There are stores below and a handsome fraternal hall above. Some 8 or 10 good private residences have also been erected, and many residences and business blocks have been improved. Last year Mr. Greenway erected the Royal Victoria Music Hall, which is a great acquisition to the little town. It has a seating capacity of about 450, is furnished with fine opera chairs, and good accoustics are insured by the walls and ceiling being lined with tongued and grooved basswood. The coloring is a delicate shade of green, brightened by handsome floral designs, and further enhanced by life-size portraits in oils, of the Queen and the Prince of Wales. The stage, dressing rooms and lobbies are all commodious. The building is lighted throughout with acetelyne gas. The possession of this hall insures the town a superior class of entertainments.

In calling on the trade everyone was in good spirits. Sparling & Lauder, general hardware and stoves, who, by the way, occupy the first store erected west of the Pembina, report business good indeed. This was partly due to the activity of building operations in the town, and also to the fact that farmers throughout the district were improving both their houses and stables. They had sold 14 furnaces during the past season.

P. A. Young & Co., general dry goods, groceries, clothing, boots and shoes, etc., reported business very fair and indications of a good fall trade. Business was, of course, delayed, but it would come. As compared with former years, the trade in mits, boots and shirts for threshers this year to date had been small, but was on the increase. J. G. Steacy, general store, carries a large stock of dry goods, clothing, groceries, etc., and his report corresponded very closely with that of Mr. Young. Lewis Treble, clothing, boots and shoes and general groceries, endorsed the statements of his fellow merchants.

The creamery at this point has had a fairly successful season.

Your correspondent is much indebted to Mr. Finn, editor of The Courier, and Mr. J. W. Greenway, for acting as cicerones, and to Mr. and Mrs. Yule, for their gracious hospitality.

PILOT MOUND.

The next stop was at Pilot Mound, only some eight miles east of Crystal City, but the centre of a different type of farming country. Crystal City is on the open level prairie; Pilot Mound district is rolling, with hills covered with trees and scrub. It is an especially good dairy country as well as having a fine soil for wheat.

The Fairplay Creamery is one of the best known in Manitoba, and this year it has made close on 90,000 lb. of butter, which will net the farmers very close on 15c. per lb. Mr. William Grassick, secretary of the Creamery Association, very kindly drove your correspondent some 18 miles through the district, and she enjoyed the hospitality of Mrs. Grassick for a night. This is a district of well-to-do, prosperous farmers and one bad season would not affect them seriously, as they are nearly all in receipt of a good monthly income from their cows; but the season with them is by no means a failure. Threshing had been finished on many farms and a very fair crop was the result. In addition to wheat-growing and dairying large numbers of cattle are raised. In the town of Pilot Mound, which is rather a sleepy little burg, calls were made on

THOS BROPHY,
FRED L CAINS
A W D HOWELL



23 St. Helen Street,

Montreal, November 28, 1900.

DEAR SIR,—

It is impossible for you to buy or for us to sell Spring and Summer 1901 Dress Goods in the month of November or early in December. We are speaking now of English, French and other Foreign Goods, etc., of New Goods, Fashionable Goods, of Novelties in Weave, Pattern and Cloth, of Exclusive Designs, such as the trade of Canada know we make a specialty of.

By earnest hard work, we have earned the title :

“The Dress Goods House of Canada.”

We mean to maintain it. We can only do so by leading in the lines referred to. You have never had reason to regret waiting to see our selection before placing your dress goods order.

We have no hesitation in saying that our selection for Spring 1901 will be the richest, handsomest and best we have ever had.

We will be with you after the holidays, when the rush is over, when your stock shows that you profited in buying from us last season.

There is no department so hard to buy for as that containing Dress Goods, Silks, Satins, Velvets, etc. The time to buy these is not when you are busy selling this Season's Goods, but after the season's rush is over, and you can sit quietly down in the sample room with our representative and go carefully through our samples, giving them the attention they merit, and taking time to make a selection that will do your own good taste and judgment credit.

Our selection has been made and the goods bought. Wait for our representative, place your order with him, and the best trade of the town is yours.

Yours very truly,

BROPHY, CAINS & CO.

TRADE IN MANITOBA—Continued.

Chalmers Bros. & Bethune and D. H. Graham, hardware and stoves, and Endicott & Preston, and MacLean & Co., general stores. These firms carry fair stocks in all lines. Their report of the state of things was hardly so cheerful as might have been looked for from the prosperous state of the surrounding country. There did not appear the energetic tone here, noted in other towns.

MANITOU.

From Pilot Mound the line winds down through the lovely Pembina Valley, one of the prettiest spots in Manitoba, to the brisk town of Manitou. It is 18 months since your correspondent's last visit, and a number of new buildings were noted, more particularly residences.

Like Crystal City, Manitou is situated on open prairie. The surrounding country is as fine farming land as could be wished.

Extensive stock-raising is done in the district, and the line of huge elevators testify to the grain-raising.

Calls were made on P. Winram & Co., C. R. Gordon and Herald & Arnold, general stores, and Chalmers Bros. & Bethune, hardware and stoves. The reports as to trade tallied very closely with those of other districts. Yields were larger and samples better than had been hoped for, and they anticipated a good trade, once the wheat began to move.

MORDEN.

It was the intention to visit Morden, but time would not permit. However, from the report of farmers from that district, things were turning out very well. This district makes the proud boast of marketing 30 bbls. of fine crabapples this season.

THE WHEAT CROP AND PRICES.

Careful observation and close inquiry from reliable sources go to show that there will be from 12,000,000 to 15,000,000 bushels of wheat to be sold, after making due allowance for loss in sprouted wheat, moving shocks, etc. The smaller quantity has cost less to harvest and put on the market. Prices are so much higher that "no grade" is bringing more to-day than No. 1 hard brought last year. There will, therefore, be nearly as much money in the country when the stock is disposed of as there was last year.

DRAWBACKS.

The continued rains, delaying threshing, have curtailed the amount of ploughing to date, and how far this will be remedied by fine weather now is mere guess work. Business has been delayed anywhere from a month to six weeks, and merchants have had to pay interest for that additional length of time. When fall buying is delayed from October to November there is never quite as much done. The extreme slowness of collections has made money tight and interest high. Though there is no general failure of crop, there are small sections where it is a total failure, and in these sections the local merchants will have to carry the farmers, and the jobbing houses and the banks the merchants. We may say, then, that while there is no sense of failure or disaster, taking Manitoba and the Territories as a whole, 1900 will not rank as a banner year—neither will it have caused any general setback.

THE GAINS.

There are "no gains without pains," and equally there are "no pains without gains." The dry seeding and wet harvest

have sifted the good farmers from the bad as chaff is sifted from wheat. Crops that were planted by drill on well summer-fallowed land yielded good crops which matured and in many instances were garnered before the rain came, proving conclusively that it is more profitable to crop land once in two years rather than every year. Another lesson pressed home is the value of cows and dairying. In the districts where the farmers keep from 10 to 20 cows and send the product to the creamery and cheese factory they can largely afford to ignore the partial failure of a wheat crop. The wisdom of keeping more stock and more pigs has also been emphasized. In one word, that mixed farming is the only thing that will pay and pay well any and every year. And if this year has taught even 20 per cent. of our farmers that lesson it will be worth five times over any loss that may have been incurred.

In conclusion your correspondent is much indebted to the superintendents of the experimental farms at Brandon and Indian Head for valuable information, and to the local press for courteous notices of the magazines.

NOTES.

An increasing demand for women's ready-to-wear goods, especially in dresses, is a feature in Western trade.

Merchants in Manitoba and the Territories are more and more coming to depend on the Winnipeg jobbing houses for their supplies. E. C. H.

DRY GOODS BUSINESS NOTES.

THE stock, accounts, etc., of W. F. Latimer, dry goods merchant, Gananoque, Ont., have been sold to George Taylor.

The stock of L. Houle, dry goods merchant, Montreal, has been sold.

Esther Gregory, dry goods merchant, St. Thomas, Ont., has assigned.

D. F. Jardine, dealer in dry goods, etc., Gorrie, Ont., has sold out.

The stock of Archambault Bros., Montreal, has been sold.

George Stevenson has opened a dry goods business at Harbor Grace, Nfld.

Jennie Komiensky, dry goods merchant, Digby, N.S., is about to sell out.

Ducoffe & Rukin have opened a dry goods business in Bridgewater, N.S.

Kerby & Co., dry goods merchants, Sarnia, Ont., have sustained loss by fire.

Purder & McKenzie have opened a dry goods and grocery business in Dutton, Ont.

Chas. H. Bailey, dry goods merchant, London, Ont., is retiring from business.

Joseph Gregory, dry goods merchant, St. Thomas, Ont., has assigned to E. A. Smith.

Miss Eliza Kerr, Lennoxville, Que., is advertising her dry goods and millinery business for sale.

R. A. Jones, dry goods merchants and grocer, London, Ont., has sold out to Burns Bros.

E. G. Hall & Co., dry goods and boot and shoe merchants, Rat Portage, Ont., have opened a branch store in Keewatin, Ont.

CLERKS ON DUTY AT NIGHT.

The Montreal grocery clerks have adopted a resolution which bears upon the cases of clerks in all stores who are on duty at night :

"That, in our opinion, there would be no financial loss by closing early, because as the movement becomes general, the same amount of business will be done in shorter hours.

"That employers will get brighter and more energetic clerks, and, we believe, the long hours are the means of driving the bright boys away from the grocery trade. A clerk can be courteous and obliging for 10 hours in the day, but certainly not for 15.

"That in almost every other line of business the persons engaged in it have the evening for themselves, and there are no good reasons why the grocery clerk should not enjoy the privileges of domestic and social life in the same manner.

"We believe the day should be divided into three equal parts—sleep, work, recreation. Without these it is impossible to have perfect health, which, in our opinion, is more desirable than riches."

AVOIDING KID GLOVE RETURNS.

An importing house had trouble with one of their customers through the constant return of gloves. An investigation on the part of the importer was a revelation and supplies something unique in glove selling. It was found that the saleswoman having charge of the stock had a way of testing gloves peculiar to herself, which was to stretch each glove crosswise at the base of the fingers. Each and every glove was given a good pull, so the strength of the gusset could be thoroughly

tested. It is not much wonder that about half of the goods thus tested were returned as imperfect. It is safe to say each pair returned was imperfect after it had been submitted to a test no self-respecting glove would stand.

It is the duty of every retail glove salesman to educate the store's customers up to the proper handling of kid gloves. If the person selling gloves is careless in handling the stock in the presence of customers it is but natural customers will take the same liberty with each new pair, resulting in a number of returned pairs sufficient to take the enthusiasm out of the glove buyer.

One thing is certain, at any rate ; a salesman behind the retail glove counter who cannot give some valuable information about wearing kid gloves is more of a detriment than a benefit. No sensible person is averse to receiving suggestions if decently given. To be able to impart information without offence is a knack the good salesperson possesses. One who can't do this has no business to try to sell kid gloves.—Chicago exchange.

LINEN THREAD AGENCY.

Lindsay, Thompson & Co., Limited, manufacturers of linen thread and flax spinners, Belfast, have recently decided to push business upon the Canadian market. This firm are the largest linen thread manufacturing concern outside of the combine just formed and were most resolute in the maintenance of their individual identity. Messrs. Geo. D. Ross & Co., of Montreal, have been appointed Canadian agents, and, no doubt, they will be as successful in doing business with Lindsay, Thompson & Co's threads in the future as they were with Knox's threads in the past.

We can supply SORTING WANTS

IN . . .

*Shirts and Drawers, Hosiery, Gloves,
Ladies' and Children's Underwear
and Dress Goods.*

SPRING LINES. . . .

Stock Specially Re-enforced to
meet this month's demands.

Samples of following in travellers' hands—see them :

*Prints, Gingham, Blouses, Hosiery,
Balbriggan Underwear, Gents' Shirts,* ALL
KINDS.
Canadian Staples.

We are strong in all these lines. Our values and styles surpass those of any former season.

Knox, Morgan & Co.

Wholesale Dry Goods,

=

=

HAMILTON, ONT.

ACCORDING TO SEASON.



THE dry goods and millinery trade needs a new calendar. A schedule differing from that of the "old school" must be drawn up. There must be a new apportioning of seasons, a regulation which shall stem this tide of advance showings and early clearings, and bring the season of selling within the period when conditions of temperature are more favorable. For some years past it has been a growing custom in all lines of trade to advance the season, with the result that to day the Spring season begins in midwinter and the Fall season in midsummer.

The calendar gives the months of September and October to the Fall season, the dry goods trade claims them for the Winter. February is scheduled as belonging to the Winter, and proves its claim right well by furnishing the most extreme, exasperating and disagreeable weather, together with the lowest temperature of the year. Yet, the retail dry goods stores are, during this month, full of the suggestions of Spring, with midsummer fabrics galore on display.

Because September and October fail to produce a temperature like that of December and January, and March refuses to give May bloom, the dry goods trade take it as a personal injury, doled out by the weather man. When temperature gives no suggestion to the consumer for need of Winter clothing the trade is in the slough of despond.

The weeks mapped out as belonging to certain seasons with corresponding sales in certain lines of goods, pass rapidly by with weather conditions unfavorable to trade. The demand is based on the needs of the consumer, who feels no necessity for Winter clothing on mild Autumn days, nor desire to purchase Summer wear with Boreas blowing a freezing blast.

The fact of the matter is that the American dry goods trade has heretofore adhered too closely to the two-season idea. The 12 months have been divided into two instead of four seasons. It has been Winter and Summer with Fall and Spring left out of the reckoning.

The two-season plan was borrowed from Europe. Some years ago it was necessary that the European method should in a measure be the American method of business. This, however, is no longer the situation. With increased facilities for rapid delivery of goods, and the vast development of American manufacturing interests, it is no longer necessary to blindly follow the lead of Europe. American mercantile interests should adopt a policy of their own in the preparation and distribution of goods.

The first step would be to sell goods according to the season. To trade not in futures but in the present. In this section of the United States the seasons have changed most radically. Winter comes later and stays later. The old dates for the beginning and end of the season are proven entirely wrong by the conditions of weather that prevail at these periods.

The January clearing sale is a relic of past ages. January really marks the commencement of Winter, the time when the

people have greatest need for Winter clothing, and, therefore, the time when the merchant should do his best business in seasonable goods. As January is not Spring, neither is September Winter. But each have their proper places in the changing seasons, and their needs to be supplied by the trade. Slavish adherence to dates and precedents is a dangerous method. A much safer and more profitable plan is to conduct business on lines closely adapted to the needs of the day.

Production should be brought more closely to the period of distribution, and distribution should be conducted with closer regard to the actual needs and desires of the consumer. Let each present day take care of its need. Buy conservatively and often. Keep stocks fresh and up to the minute, but do not too greatly anticipate.—Chicago Dry Goods Reporter.

A SEASONABLE OFFER.

WE would draw the attention of the trade to a special offer being made by S. Greenshields, Son & Co., Montreal, in their handkerchief advertisement on page 59. They have laid in a stock of handkerchiefs for the Christmas trade which they claim has never been excelled in Canada for novelty, excellence and price. To bring these to the attention of the trade, they are making this offer which certainly ought to make business for them. It is no clearing sale of old goods, as they have all been recently imported to meet the trade of dealers who want up-to-date Christmas goods. There are many styles to choose from. Indeed, in the ranges is a large line of Swiss goods, to retail from 12½c. to \$1.25, mourning Swiss goods, Japanese handkerchiefs, plain, hemstitched or with printed borders. Three lines of initialed goods are also shown in the same stock. A full range of lawns with printed borders is offered both in ladies' and men's sizes. Children's picture handkerchiefs are shown in 25 seasonable novelties, to retail from 2 to 5c. Ladies' and gentlemen's lawn handkerchiefs are to be had at all prices. Lawns with initialed corners are shown in six ranges, both ladies' and men's sizes. The lace handkerchiefs, a style now popular, are exquisite in design and display admirable taste. Moreover, they can be depended upon. There are also some good cambric handkerchiefs with lace borders to retail from 10 to 25c. Ladies' motto handkerchiefs, to retail at 10 and 15c., are another important line. Applique lace stuff is carried in about 40 lines to retail at 25c. A nice range of goods is some initialed pongonese, in two pieces, to retail at 25c.

Colored goods bid fair to furnish the handkerchief novelties of the Christmas season, particularly in the more fashionable circles. These come almost entirely in lawn, with printed borders and plain centres and also with colored centres and plain, colored or striped borders. They are all fast colors. Ladies have also caught the colored handkerchief idea and plain, hemstitched lawn with fancy centres are shown. Plain lawns, plain linens and hemstitched lawns are shown at all prices.

While the advertisement of S. Greenshields, Son & Co. offers a certain number of handkerchiefs at \$50, any firm not feeling disposed to lay in such a large stock may obtain an assortment of half the number for \$25.

We regret to report the death of Mr. William H. Hopgood, junior partner of the firm of Reuben Tuplin & Co., general merchants, Kensington, P.E.I., which occurred on the morning of November 3.

Are you getting all you can out of your Skirt Binding Department?

See that you have a complete range of shades. Have a memo. in your diary to go through your stock at least once a week and order

S·H·&M· SKIRT BINDINGS.

By selling these celebrated lines exclusively you can meet every legitimate Skirt Binding want, and do the largest Skirt Binding business on the smallest investment.

And not only this, but they pay you the largest profit of any Skirt Binding on the market.

Give your Skirt Binding business exclusively to the largest concern in that business in the world--The S.H. & M. Co. We can help you make money.

S.H. & M. Skirt Bindings have the place of honor in hundreds of progressive, up-to-date trimming departments and the only place. Put them along side of any other skirt bindings that you know. Pick them to pieces and examine construction. There is only one decision you can come to:

S. H. & M. Skirt Bindings are the Best.

WE CARRY THE FOLLOWING LINES IN STOCK AT OUR
TORONTO WAREHOUSE:



**S.H. & M. REDFERN Bias Corded
Velvet, 1 3/4-in. wide.**

**S.H. & M. BELLE Plain Velveteen
1 3/4-in. wide.**



WRITE FOR SAMPLE AND SHADE CARDS AND PRICE LIST.

The STEWART, HOWE & MAY CO.

Originators and Manufacturers of Bias Velveteen Skirt Bindings,

24 Front St. West, Toronto, Ont.

Manchester, England.



FIELDING & JOHNSON'S

Knitting and Fingering Yarns

Noted for Softness, Fullness and Wearing Properties.

KNITTING

"Queen," "Balmoral," "Rugby,"
"Ivanhoe" and "Kilmarnock."

In Spindles, or Banded
and Boxed.

FINGERING

In Six Well-Known
Qualities.

STOCK IN MONTREAL.

Careful attention to Letter Orders.

Sole Agents for Canada

McINTYRE, SON & CO. 13 Victoria Square, **Montreal.**

McINTYRE, SON & CO.

13 Victoria Square,

Importers of Dry Goods and
Manufacturers' Agents.



— MONTREAL.

Desirable Goods for the Holiday Trade Now in Stock:

New Styles and Patterns in French Printed
Organdies.

Special Values in White and Colored Organdies.

New Designs of French Printed Flannels.

Plain Opera Flannels, in all the Leading Shades.

A Large Range of Black and Colored Silk Velvets.

Plain and Fancy Silks.

Household and Fancy Linens.

Handkerchiefs and Smallwares.

Dress Goods in Great Variety.

Kid Gloves—The Latest Styles and Shades.

Careful Attention Given to Letter Orders.

TORONTO:
25 COLBORNE STREET.

OTTAWA:
Carleton Chambers,
SPARKS STREET.

WINNIPEG:
McINTYRE BLOCK.

ST. JOHN, N.B.:
2 CHURCH STREET.



*** This department is conducted and prepared by Mr. Edmund Lister, a Canadian resident in New York, and one enjoying a high reputation as an expert and authority on all advertising matters.

Mr. Lister will be pleased to answer questions regarding advertising, to give the assistance and advice which an expert is so well qualified to give, and to criticize advertisements which may be submitted to him.

It is intended that the department shall be helpful, practical and well up-to-date.

Correspondents should address their letters to "Good Advertising Department," THE DRY GOODS REVIEW, Toronto.

A RIP VAN WINKLE AWAKENETH!

THE LAST OPPONENT OF ADVERTISING LAYS DOWN HIS ARMS.

JUDICIOUS advertising is an investment. Some regard it as an expense. As viewed and treated, results are apt to confirm the estimate. But, happily, the need for the advocacy of advertising is over. It has been put in the balance and not found wanting.

In truth, a treatise on its merits and utility would, at this late day be somewhat akin to an argument in favor of "gravitation," or in support of the contention that the "earth do move." In the late American campaign, Bryan promised that, if elected President, he would neither seek nor accept a second term, to which a Republican paper wittily replied: "The sentiment is excellent, but superfluous." Equally superfluous, howsoever excellent, would prove an essay in advocacy of advertising on this, the eve of the 20th century.

Notwithstanding this, there are still here and there—much more frequently, in fact, than one might imagine—many merchants, otherwise progressive and up-to date, who, as yet, fail to realize the force or appreciate the influence of intelligent publicity. Of this, a most striking and shining example is furnished by the experience of a leading firm of American clothiers. Decriers of that art have long cited Brokaw Brothers—one of the oldest and most popular of metropolitan outfitters—as practical disproof of the value of advertising.

"There," said these croakers, "is a house which made their way to the forefront against most aggressive advertising rivals, and held their ground without the expenditure of a soumarkee in printers' ink. If," argued these tacticians of the ostrich school, "a firm like Brokaw's can get where they got, and keep there, without blaring of trumpets or beating of drums, of what avail is all that vast outlay for publicity?" Sounds plausible, doesn't it? Every time a newspaper canvasser would approach one of these anti-advertisers, the only answer to his argument or entreaty would be Brokaw. That word, in his eyes, seemed to settle the controversy and close the case.

Unhappily for them, however, even the "Brokaw" reed is broken. That firm have finally turned traitors to their ancient principles and practice. In other words, they have jumped on to the typographical band wagon and are now to be numbered among the believers in the policy of publicity. Why this thusness?

Brokaw Brothers, it seems, started in New York many years ago, when conditions were radically different from those

now obtaining, and, by dint of hard work and sheer ability, soon attained the premier position in metropolitan clothing-dom. Their productions were excellent and uniform; their methods reliable; in fact, their name became a synonym for clothing perfection. New firms, however, sprang up around them—firms whose productions compared favorably with theirs—firms who labored under the hallucination that if one had a good thing to sell, it might be well to noise it abroad among those who might want to buy. Of these ideas, Rogers, Peet & Co. were the leading exponents. They believed in advertising, and considered the best none too good for them. They hired the most expert talent available, and began building up a trade against that of the old and conservative Brokaws.

With what result? Within a few years Rogers, Peet reared a clothing business second to none in New York.—Fact No. 1. Now, after years of inflexible opposition thereto, the Brokaws become converts to advertising.—Fact No. 2.

Draw your own conclusions, Mr. Canadian Merchant. If Brokaw Bros. couldn't longer do without advertising, who could? Can you?

A SMALL AD—BUT.

YOU would like the lamp chimneys that do not amuse themselves by popping at inconvenient times, wouldn't you?

A chimney ought not to break any more than a tumbler. A tumbler breaks when it tumbles.

Macbeth's "pearl top" and "pearl glass"—they don't break from heat, not one in a hundred; a chimney lasts for years sometimes.

Our "Index" describes all lamps and their proper chimneys. With it you can always order the right size and shape of chimney for any lamp. We mail it FREE to anyone who writes for it.

Address: MACBETH, Pittsburgh, Pa.

Here is a small ad, but one well worthy of study. It is written by the king of all ad.-writers—the nestor of advertis-

BELDING'S

...STITCHING SILK



STITCHING continues in high favor, and many costumes are decorated with innumerable lines of it, forming all sorts of designs of greater or less elaboration; stitching of a contrasting color also to match the goods is now very popular for Skirts and Jackets; also Mantles.

All the fashionable and modish street costumes in New York in Tailor-made Jackets, Reefers, Suits, Mantles are elaborated with stitching silk.

Manufactured by

Belding, Paul & Co.,

Put up on ounce spools for manufacturing trade, and on 100 yards reels per dozen for dressmakers and retail trade.

Montreal and
Toronto.

Umbrellas

FOR . . .

Christmas

Place your order early and thus secure good delivery. Our representatives will call on you shortly.

The Irving Umbrella Company, Limited.

20 Front St. West, TORONTO.

The Bagley & Wright Mfg. Co.

318 St. James St.

MONTREAL.

We are clearing out the following lines at cost price. Must be sold before end of year to make room for new stock :

C 15, Hose, 8½ to 9½, . . .	at \$3.30.	Usual price, \$4.00
C 16, " " " . . .	at 3 60.	Usual price, 4 20
No. 95, Hemmed Towels, 16x33, at	0.90 per doz., usual,	1.10
No. 95, " " 18x39, at	1 10	" " 1.30
C 87, Fringed Towels, 20x40, at	1.50	" " 1.70
A, Cretonne, ...		7½c. per yard
D, "		10½c. per yard
No. 30, 28-inch Art Muslin		3¾c. per yard

ALL THE ABOVE ARE THE BEST VALUES EVER OFFERED THE TRADE.

We are showing a splendid range of Christmas Handkerchiefs, at prices below any other House. It will pay you to see our samples.

GOOD ADVERTISING—Continued.

ing—Powers. Powers, it will be recalled, was the originator of the Wanamaker style of ad.-writing, once called the Powers' school.

You see he doesn't take much space to tell his story. A few plain terse facts in monosyllabic Saxon. But how much is packed in those few sentences! It will repay study.

A NOVEL WAY TO BOOM SALES.

FORTUNE-TELLING FANS THE MOTOR POWER.

With a view to emphasizing the advantages resulting from the distribution of novelty articles as an advertisement, a recent experience of a department store in Massachusetts might be interesting, possibly instructive.

The concern in question found that a certain department (gloves) was afflicted with that "tired feeling" and needed a tonic. In this case, the "Hood's Sarsaparilla" took the form of what was called "Fortune" fans. This fan is an ingenious contrivance whereby certain questions printed on the fans are answered by a set of replies printed on a revolving card attached thereto. Five thousand of these fans were ordered. Attention was called to the plan by the distribution of coupons, reading :

"This coupon with payment of 2c. entitles the holder to a handsome fortune-telling fan. At the glove department."

The charge of 2c. was based on the theory that a person willing to pay for an article must be somewhat interested in it, and, in fact, the trifling outlay was frequently returned to the holder of a coupon who also made a purchase. As stated, the glove department was selected because it had been running behind in sales and needed a stimulant.

The coupons were thoroughly distributed. They were enclosed in every package that left the store and in every letter. The drivers of the delivery wagons scattered them broadcast, and batches of 25 were sent to the foremen of the various factories with the request that they be distributed among the employes. In fact, the name of that Bay State firm became a household word in their city and vicinage.

To impress people with the real value of the fans, they were artistically displayed in the glove department, and bore the price-mark, "10c.," the firm thus getting the credit of giving an article really worth 10c. for the paltry pittance of a penny.

Results were instantaneous and far surpassing most sanguine expectations. Coupons began to pour back into the store in a continuous stream. "Fortune" fans were to be seen everywhere throughout the city, and, as their advertising man put it, became the "talk of the town." The supply of 5,000 lasted only about 10 days, but before they were exhausted the previously unprofitable glove department took a new lease of life and became one of the most active sections of an otherwise busy store.

From this incident three distinct lessons are deducible :

First. The coupon bearing the announcement fulfilled its mission by arresting attention and arousing curiosity.—Advertisement No. 1.

Second. The 10c. price tag on the fan as displayed at the counter indicated that the article was really worth something and asked price was purely nominal.—Advertisement No. 2.

Third. The fan was of such a character as to interest both old and young.—Advertisement No. 3.

By the combination of these three features, results were secured and business notably boomed.

Had the fans been merely stacked up on the counters and given away indiscriminately such a success could not have been achieved. It was not the character of the novelty, nor its apparent cheapness that brought results, but its manipulation. This experience has a moral, which is too apparent to dilate upon. Study it ye scribes of the store quill.

A UNIQUE SCHEME.

One of the most original advertisers across the line is a Dayton, Ohio, clothier, by the name of Mose Cohen. His schemes are principally planned to interest the children, and among the boys and girls of that city the name Mose Cohen is one to conjure with, being in a class with Santa Claus.

First arrest the children's attention, seems to be Mr. Cohen's policy, and, through them, that of the parents. He recently came out with the following announcement, which illustrates a new phase of advertising well worthy of study :

TO MY . . .

13,800 SCHOOL FRIENDS!

I HAVE ENGAGED

PROF. WM. F. FRIER,

The World's Greatest Magician and Sleight of Hand Performer, to entertain you with his wonderful magic and London Punch and Judy, at the Armoury, Cor. Sixth street and Canal. I will give 11 entertainments, beginning Saturday morning at 10 o'clock. Tickets will be distributed to you all this week, so my good little friend, if you do not get your ticket to-day, you will to-morrow or a day or so after. Don't you lose your ticket—give it to papa or mama to keep for you, and, by all means, remember the date, day and exact time.

If you have a Blue Morning Ticket, it is good only for Saturday morning, September 15th.

(Ten other colors were mentioned, each color for a specified entertainment.)

Now get ready for lots of fun. Don't you run when you come. Hold your ticket real tight in your hand, and take your time. The show won't begin till you get there. No, it won't. You needn't put on your Sunday clothes to come, either. I promise you a real good time, and lots of fun. Don't stand up, unless the boys in front of you do ; holler all you please, and when the show is over tell papa and mama what a good time you had, and how the tricks are done, and don't forget to tell them about the nice Clothes, Hats, Caps and Fixings I've got for you, when the time comes to get them.

Don't forget the color and date of your ticket, read it over and over, till you know it by heart. Please do.

Yours to always please,

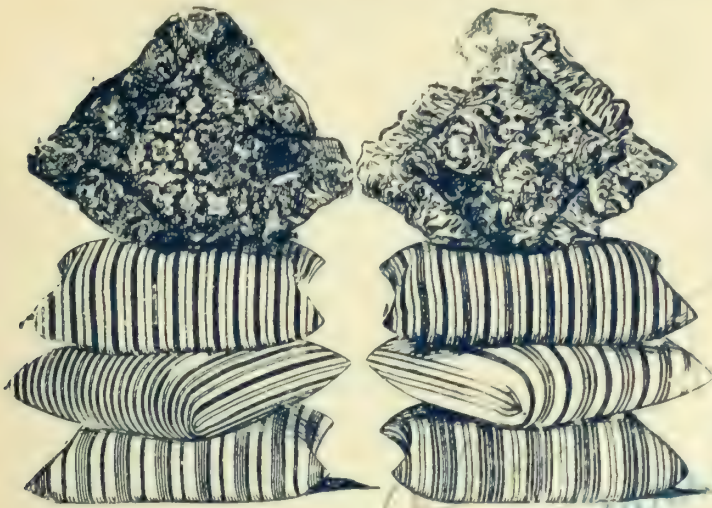
MOSE COHEN.

NOTHING NEW UNDER THE SUN.

One of the latest and certainly most novel contrivances ever invented, much less patented, is a machine for printing advertisements on the asphalt pavements of streets. It is a species of bicycle, the tire of the front wheel having a series of raised letters on its periphery. These letters, as the wheel revolves, print the name of a soap, or what not, while an automatic blower at the bottom of the fork blows the dust away from the pavement in front. This is akin to the scheme of throwing ads on the clouds by means of huge magic lanterns. Next !

EFFECTIVE BORDERS.

Borders are now much in vogue, and of their variety, like the making of books, there appears to be no end. Better than

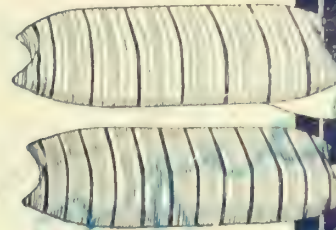


SOFA CUSHIONS.

We claim that if one dry goods dealer in a town carries "Alaska" Brand Cushions and another dealer some other make, the former will have the reputation of keeping the best and highest-class stock in that line, and eventually will get all the best trade; that is to say, the woman who uses her judgment in buying will go to him for her cushions. **This is the trade you want.** Write for our special Christmas cost-price job in satteen-covered down cushions.

ALASKA FEATHER & DOWN CO.
MONTREAL. . . . LIMITED

THESE ARE PILLOWS



that you will offer with confidence to your best and most particular customer.

Why?

Because they are "Alaska" Brand. In other words, they are plump and buoyant, odorless, free of quills and dust, and the tickings are elegant.

If you sold only once to the same customer you would not need our goods, but the woman who buys over and over again will be **satisfied** only with "Alaska" Brand Pillows and Cushions.

Every pillow we make has a label sewed on with the word Alaska.

Write for price list or call at

VICTORIA SQUARE,
Cor. St. James St.



ALASKA BRAND
ODORLESS
FEATHERS

Deimel Linen Mesh Underwear

**IS TOO GOOD AN ARTICLE FOR
INDISCRIMINATE DISTRIBUTION.**

That's why we give the exclusive sale to one Merchant in every Town and City, excepting a few of the largest.

DO you know what it is to have a line of underwear which, after it once gets started in your store, gathers business constantly, rolls up an ever-increasing profit account, and is always worth 100 cents on the dollar?

DEIMEL LINEN MESH UNDERWEAR enjoys that prestige, and the best stores in the country are finding it one of the most profitable and satisfaction-giving lines they ever handled. Investigate the matter before your neighbor fore-stalls you.

The Deimel Linen Mesh System Co.,

2202 St. Catherine St.

10-12 BREAD ST., LONDON, E. C.

MONTREAL, CANADA.

GOOD ADVERTISING—Continued.

all others, however, seems to be that kind of which illustrates the goods advertised. Take the Pillsbury advertisement herewith reproduced. Are not these barrels just as decora-



tive, from a typographical standpoint, as a plain rule border? yet how infinitely more effective, as regards impression and illustration.

The idea is applicable to almost any article of merchandise. Such cuts can be produced quickly and cheaply, and the advertisement appreciably enhanced in appearance thereby. For a shoe sale, use border of Oxford ties. Is it a collar sale? Border it with collars. And when the cuts are once made you have them for all time, and can use them at any time when such goods are on special sale. Some of the most effective display advertisements recently appearing in New York papers owed much of their novelty and uniqueness to this innovation. Why not be the first to introduce it in your locality?

ANSWER TO A QUERY.

A large general, or departmental firm in a small town, midway between two cities, which draw considerable trade from their circle of territory, write saying that they think of issuing a small monthly advertising newspaper or pamphlet. They now advertise in the local newspaper, but its circulation does not extend to all the people they want to reach. They ask for suggestions as to means of extending their trade.

To answer such a query with satisfactory confidence entails a study of local conditions which is only possible in a degree to the critic. Yet, most of the circumstances can be understood. The town is in a rich agricultural section. Both of the cities mentioned are outside the county the town is in and both are about 45 miles distant. The town is about the same size as the county seat which is 19 miles distant. The population of the county is about 25,000. This much we can be sure of.

But, as our correspondents do not inform us, we cannot be sure what they consider their "own circle of territory," what turnover they have or what they are willing to expend on advertising. We will presume, however, that the weekly turnover is \$1,000. A fair expenditure on advertising for such a return would be about 1 per cent., or, say, \$10 per week. Thus we have an allowance of \$500 per year for advertising—a moderate expense to obtain a big turnover in the face of strong competition.

As the local paper does not cover the field which our correspondents desire to reach, they should extend their advertising to the papers which do. A double-half column could, we presume, be secured in four of the most widely circulated papers in the district for about \$200. An allowance of \$50 a year for the cuts necessary for the most effective advertising would leave \$250 for other methods. A small pamphlet is suggested. This proposal has undoubted merit in it, but it is questionable whether this scheme would prove advisable when the ground is well covered by regular newspaper advertising, which is the most economical offered to the merchants in the towns and smaller cities.

In many of the towns of the Northwest catalogue advertising has been resorted to with excellent results. The critic has before him a catalogue recently gotten up by A. Sweet & Co., of Winchester, Ont., a town of about 1,000, 32 miles from Ottawa. This was printed by the local printer, contains 32 pages, and is full of illustrations and prices, which go to prove that A. Sweet & Co. can compete with any competitor.

Two catalogues such as this might be issued; one in early Spring, the other in the Fall. If these were attractively illustrated and printed and if the prices were right they should do much good.

An alternative suggestion would be to follow the example of a Brandon merchant who made a contract with the publisher of the local paper for a page advertisement and sent the latter to every customer whose trade he sought. This is a more expensive method of advertising than where a sufficiently wide circulation can be made sure of without gratuitous distribution. But it proved a profitable one.

APPOINTED CANADIAN AGENT.

The Canadian mantle and clothing manufacturers will be interested to know that Messrs. Anton and Alfred Lehmann, of Berlin, the largest manufacturers in beavers and other cloths, specially suited to clothing manufacturing purposes, have granted Mr. M. Markus, Montreal, the sole agency of their goods for Canada. Samples are now out and Mr. Markus expects to do a large trade here in these celebrated fabrics.

SPRING STYLES OF WAISTS.

Mr. J. Cars, the designer for The American Silk Waist Manufacturing Co., Montreal, has made a trip to New York this month to gather in the latest ideas in waists and to complete his designs for Spring samples. The firm expect to have their samples on the road by December 15 and say they will show the greatest range of fancy waists ever put upon the Canadian market.

CHANGED THEIR ADDRESS.

The G. Weeton Manufacturing Co., manufacturers of silver-plated ware and specialties, Toronto, have moved their Toronto office from 326½ Spadina avenue to the Confederation Life Building.

The Valleyfield strike that inconvenienced The Montreal Cotton Company for some days is now almost a thing of the past. One of the men accused of intimidation during the trouble has been found guilty by Judge Sicott, of St. Hyacinthe, and sentenced to three months in jail at hard labor. Other cases are to come up in court. By the time the town pays the bill of expense incurred at the time, it will wish that the law had always kept the upper hand, as it is doing now.

Lose or Win?

What you *lose* by *not* carrying the "Kumfort Mitt" in stock is a good deal *more* than you can *make* carrying *other* kinds of warm mitts.

No other warm mitt wears like the "Kumfort Mitt" because no other warm mitt has the *wear put into it*.

In the "Kumfort Mitt" your customer gets a muleskin palm, oil-dressed leather back, a patent knitting controlled by us that *can't ravel*—he gets a corking good 50 cents' worth—and there *is no guessing*.

You get a good profit. The "Kumfort" costs you \$4 50 per dozen net 30 days ; you sell it for $33\frac{1}{3}$ per cent. on—that's a good profit.



Hudson Bay Knitting Co.,

30 St. George St.

— MONTREAL.

FOR . . .

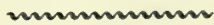
YOUR CHRISTMAS TRADE IN GLOVES

ORDER

AN ASSORTMENT OF

PEWNY'S KID GLOVES

BEST VALUE. BEST SELLERS.



S. Greenshields, Son & Co.

Sole Agents

MONTREAL and VANCOUVER.

BATTING...

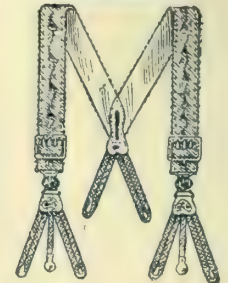
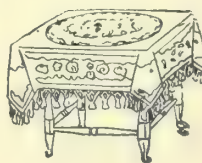
Guaranteed free of Threads and other
weak and lifeless stock

*NORTH STAR,
CRESCENT
AND PEARL*

..COTTON BATTING..

Quality for this season still better than ever.
The best at the price. Made of good pure
Cotton—not of shoddy. Ask for. . . .

North Star, Crescent
and Pearl Batting.



ILLUSTRATE YOUR ADVERTISEMENTS. ILLUSTRATE YOUR PRICE LISTS. EMBELLISH YOUR ADVERTISING MATTER WITH ILLUSTRATIONS OF YOUR PRODUCTS.

Illustrations are silent salesmen. They show prospective buyers at a glance just what you are selling. No verbal or printed description can equal in clearness a cut of a particular article. Do you want a cut, from photograph, of yourself, of the interior or exterior view of your store or building, or of any article of merchandise? If so, write for estimate. Send photo, if possible, and state size you want cut to be made.

If you see the print of any cut anywhere that you would like to use in your advertising, clip it out, send it to us, and ask for price of electrotype of it.

Write to-day. Don't wait.

Electotypes size of those shown in this ad. will be sent with postage and duty prepaid at the following prices:

Less than 10, 25c. each.

From 25 to 49, 23c. each.

From 10 to 24, 24c. each.

From 50 to 99, 22c. each.

100 or over, 21c. each.

Send for proof-sheets. Hundreds of cuts to select from.
Half-tones, Zinc Etchings, Electrotyping, and Stereotyping.

THE STANDARD ELECTROTYPE CO., WILMINGTON, DEL., U.S.A.

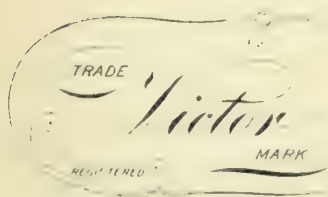
Electrotypers and Photo-Engravers.

THE PUGH CO., 67 Yonge St., Toronto, Ont.

Distributing Agents for the Dominion of Canada.

S. Richard.

L. A. Moisan.

*The Victor Manufacturing Co.**Manufacturers of**Ladies' Cloaks and Suits,
Misses and Children's Garments.*

QUEBEC, November 30, 1900.

TO THE TRADE:

Gentlemen,--Having foreseen and anticipated a Spring Season of unprecedented activity and concentration, we earnestly and confidently invite your critical and careful personal examination of as comprehensive and complete a showing of Women's garments, as patience, brains and capital can combine to produce.

In looking through our Samples you will find an unusually complete and convincing collection of new and correct styles in the hands of our representatives. They will show you

SPRING Tailored SUITS for Ladies and Misses,
Children's Reefers,

Separate Skirts, in Woollens, Crashes, Piques, Mohairs and
Lustres.

Summer Suits and Crash Suits.

They are the best made, the best to be had. That is the claim. Out of the multitude of offerings your own judgment must make choice. In this field, more than in any other, experience--successful experience--tells. The knowledge of cloths, the services of the expert designer, of the skilled operator; the appreciation of the necessity of minute care in each detail of the making.

Our garments stand as Canada's standard for every merchant who has handled them so far, and although from a quite young firm they are really the

"VICTOR"

on the market.

For these reasons we respectfully solicit a share of your esteemed order through our travellers, who will reach you very shortly.

Cordially yours,

The Victor Manufacturing Co.

Meeting the Popular Taste.

Dress Goods. A fair trade has been done in dress goods during the past month, the demand running principally on friezes and vicunas. It is one of the disadvantages of the trade that plain goods continue to be the only favorites. Plaids are in only moderate request, while mohairs have not come up to expectations.

Grey is the most popular color, with red running a close second. There has been a heavy run on opera flannels again this month, so heavy indeed that some houses have been cleared out of their stocks. One noticeable feature of this trade is the turn in favor toward a finer make of twill in spots and stripes. The newest thing is the hairline and other fine stripes. The popular colors are legion, including blues, pinks, cardinals, heliotropes and black and white in combination. For Spring the tendency is still toward plains and small checks in the new tans, fawns, browns and slates. There is a noticeable Spring movement toward cashmeres of fine henrietta finish in pastel shades. Some samples of bright new printed French delaines have been shown for Spring; they are very handsome and bid fair to be in the line of popular fancy.

Silks. It seems to be a good time to buy silks, for the market is low and the taste seems fairly well defined. Plain soft silks are selling well in tamelines, taffetas and such varieties. Old-fashioned peau de soie is being used by a great many people, as are black broche silks also. It is thought that the Spring will augment the sale of colored taffetas. We are to have a season of plain cotton and wool fabrics, and such goods call for silk foundations. As no substitute for taffeta has been brought forward, silk experts count on the continuance of the vogue of the present favorite. Many retail windows are being dressed with taffetas, which are being pushed for winter wear. Mousseline de soie will be much seen in waists this Winter and may be a favorite for Spring.

Velveteens. During the last two weeks dealers have sold more velveteen than for some time, showing an unprecedented demand for general wear dresses. It is used in all colorings. On account of its extreme durability, non-crushing and elastic properties, as well as its rich appearance, it has come to be used extensively for trimmings and waist garniture.

Linens. Although linens have advanced 15 to 20 per cent. within the last few months the movement has not reached its zenith. We hear that the crop of Russian flax is going to be shorter than at first thought, and one large Canadian importing house has recently been informed that the price of yarn has advanced again. It seems to be a good time to buy. A heavy trade will probably be done in linens during the first two weeks of December, when Spring dating can be secured.

Ladies' Belts. Fancy belts are good property at the present time and bid fair to improve during the coming months. Patent leather is still considered the correct thing, both in plain and trimmed. The latter is gaining in favor at the moment, taking on the craze for all sorts of bright "addenda." Combinations are being made with gold tinsel,

gilt braid and gold and silver buckles. A patent leather belt now being shown by some houses with two or three rows of white or gold stitching gives a very good effect. Gold tinsel belting is so popular the fashionable world over that German manufacturers are not taking orders except for delivery three months hence. Gold braids have all advanced in price about 50 per cent. There are also on the market numerous combinations of gold braid, velvet and satin, while others are shown of the braid alone or edged with velvet. In some gilt belts strips of the material are used in place of a continuous band, being held together by two, three or four ornamental slides. A device just coming upon the Canadian market is the further ornamentation of belts by the addition of satin streamers finished with ferrets or ribbon ends. These ribbon ends are now being imported by the Canadian houses, and may be used on the back, front or sides of dresses with effect. Separate belt buckles are being shown in great variety, in gold, nickel, black and steel. The old style of clasp opening behind like a large hook and eye is displacing the late favorite which opens at the centre.

Christmas Handkerchiefs. A large range of handkerchiefs is being shown by the trade for Christmas, in a variety of styles and make-ups to suit all lines of trade. These include Swiss goods to retail from 12½c. to \$1.25, mourning Swiss goods, Japanese, hemstitched or with printed borders, and initialed goods. Lawns with or without printed borders are shown in both ladies' and gentlemen's sizes, and as a staple will take the lead. Children's picture handkerchiefs seem to have lost none of their favor, for they have again been brought out in a multitude of patterns.

In ladies' handkerchiefs the novelties run almost entirely in lace goods; cambric handkerchiefs with lace borders will retail extensively from 10c. to 25c. Applique lace goods are all selling well and one house alone has 50 lines of assorted edges to retail at 25c. There will be quite a number of lace handkerchiefs of the higher class sold at Christmas.

For men the novelty is printed handkerchiefs with either the border printed and the centre plain or vice versa or both colored in different patterns. In the latter case many of the borders are striped. Nearly all gentlemen's handkerchiefs are lawn this season, linen not attracting the usual attention paid to it. Full ranges of lawns are shown in Turkey and white and indigo and white. It is likely that printed handkerchiefs will flourish about Christmas in fashionable centres and wholesalers are prepared for a big rush on them in the first few weeks of December.

Dress Trimmings. Trimmings are extensive enough just now to warrant their being placed on a broad basis in a department of their own, for the popularity for dress garniture is becoming more and more pronounced and mounting higher and higher. We have been gradually approaching an era of richness through the use of laces, embroideries and rich fabrics. Not only are fabrics to be trimmed with laces and embroideries and be braided and corded, but laces and embroideries and Honiton and Battenberg braids are to be made up into rich appliques in set pieces for collars, collarettes, revers, vests, shoulder straps, cuff pieces, bands in skirts, borders and edges. The tendency in this direction is unmistakable, and the highest fashion will demand the highest class of these goods. Whites and butter and deep creams will be the prevailing colors.

But the movement in trimmings has advanced farther than this. The craze for gold now so much talked about is only

The Lace Warehouse of Canada



SEQUIN ROBE, No. 200.

WE ARE SHOWING a very choice lot of **Novelties** for the Holiday trade, in **Sequin Robes, Silk and Embroidered Trimmings, Tinsel Allovers, and Insertions, and a large range of Tamaline, Colored Peau de Soie, Taffeta, Japanese and Blouse Silks.**

Sequin Robes . .

We are offering at prices much below figures usually paid for these exquisite **Evening Costumes.** We show them in **Black and Silver.**

"Spring, 1901"

We are now showing for Spring, 1901, our full line of **Blouses, Wrappers, Bolero and Zouave Jackets, Parasols, Cotton and Silk Underwear, Silk and Lisle Hose, Silk, Lisle and Taffeta Gloves, and an extensive range of Ladies' Silk Ties and Bows, and Silk Pulley Belts,** specially made for use with our **Blouses.**

Our Spring samples of **Dress Goods** are now in our travellers' hands. They are **specially attractive** this season.

"LETTER ORDERS CAREFULLY EXECUTED."

Kyle, Cheesbrough & Co.

16 St. Helen Street

MONTREAL.

one fractional part of a broad movement towards richness in trimmings of all sorts in combinations of red, gold, steel, velvet, velveteen, satin and metal threads. There will be combinations of laces with braids, satin cords and other materials which give a wonderful effect at medium prices. Jet bead work continues to assert itself, and satin cord and chenille will move in black as well as other colors. The use of shaded metals is considered exquisite in very fashionable circles, but it is doubtful whether the popularity of irridescent will be pronounced in Canada. However, signs of the fever are already noticeable here, for the gold idea has been readily taken up and the trade is not turning away even at this early date from the latest designs in buttons.

Buttons.

Buttons are certainly going to be a feature next season. At present pearl buttons are good stock for flannel waists. The new buttons are steel, gold, horn, pearl, cameo or glass. As a rule they come in combinations in striking styles. They are looked upon to furnish finishing touches to the braid, lace and cord trimmings of dresses; the one suggests the other. Mantle pearl buttons have been in good demand this month and stocks are run low; 40 line has been the best seller, while 50 line has been very good.

Notes.

Stray-lock ornaments for the back of the hair are coming in extensively, made in the form of a gold buckle from 1½ to 3 in. long. The shapes vary.

There is quite a craze among the ladies for crocheting silk bags, trimmed with cut jet and cut steel beads. It has been difficult to find any house to carry these frames, but we see that one house are now showing an extensive line. The sizes are 3½ and 4½-in. frame tops. They sell at \$6 to \$12 a dozen, and are made of oxidized and French silver.

Small closing tops to make little silk purses, in gilt, grey and oxidized, are on sale at \$2.50 to \$4.50 a dozen.

Jean cushion tops are shown extensively in a variety of novel patterns.

There is some talk of blouse sets coming in again, and the manufacturers are preparing for the demand.

Chateleine bags are at present considered good in seal, alligator and fancy leathers. Finger purses are also enjoying a season of popularity.

There has been a heavy run on ribbons this last month, particularly in the varieties that go well with cluny and plain laces. Plain black and white taffetas in the narrow and medium widths have filled the bill.

In embroideries there has been an improved demand for gallow insertions in black and white; fine muslins and nainsook embroideries and insertions have also been good sellers.

MR. CHAS. REID'S NEW POSITION.

Mr. Charles Reid, late of the firm of Charles Reid & Co., has accepted the position of secretary with S. F. McKinnon & Co., Limited. Mr. Reid is to be congratulated upon his appointment, and S. F. McKinnon & Co., Limited, are equally fortunate in securing a man of his ability. Mr. Reid will be pleased to meet his friends in the trade at his new address.

Mr. E. L. Rosenthal of The Beaver Rubber Clothing Co., Limited, Montreal, has left for Europe to make a three weeks' study of the latest waterproof cloak designs in the English, Scotch and Paris markets. He will be back in time to have his Spring samples ready for his travelers about the first week in January.

A NEW BUYER APPOINTED.

THE many friends and acquaintances of Mr. C. W. Dunning will be very much pleased to know of his appointment as foreign buyer for the staple department of Messrs. John Macdonald & Co., Toronto. Mr. Dunning is well and favorably known throughout the dry good trade as a thorough business man. He is conversant with every detail of linens, foreign and domestic staples, and there is no doubt that he will make the great department of which he is now head a greater success than ever. He is a keen buyer and close seller; believing firmly in the old maxim, "Small profits and quick returns." There is a big increase looked for in the sales of this



C. W. Dunning.

department. Mr. Dunning was a most successful salesman in the warehouse and on the road; his affable address, truthfulness and attention to business gained for him many customers. What he has been as a salesman, THE DRY GOODS REVIEW earnestly hopes he will be as a buyer—successful.

MR. CALDECOTT'S IMPORTANT AGENCY.

The retail trade of the Dominion will be pleased to learn that Mr. Stapleton Caldecott has become the representative in this country of Messrs. Debenham & Freebody, of London, England, who are the largest silk dealers in the world, having houses and depots in all parts of the Empire. They have become so impressed with the value of the Canadian trade that they have decided to carry a stock in Canada, which they are selling at direct importation prices. Mr. Caldecott's agency is located in Toronto, where he is one of the best known of that city's business men.

TRAVELERS' HOTEL GUIDE.

The hotel is practically the commercial traveler's home, so one of the objects of the Dominion Commercial Travelers' Association is to secure all possible comforts and conveniences in hotels. To do this to a maximum degree the association has published a Guide containing the names of the best hotels throughout Canada. This list has been compiled from information secured by circulars sent out from the Montreal office, and only the names of those hotels are inserted which guarantee good wholesome food; clean, warm and well-ventilated sleeping rooms; satisfactory sanitary arrangements; large, clean, warm, well-lighted and well-ventilated sample rooms and safe arrangements for escape in case of fire. In the Guide, which is gotten up in the form of a pocket book like last year's, are the names of about 1,300 hotels whose rates for board and sample-rooms and transfer charges are shown. Altogether it is a handy little publication that will be appreciated by the members of the association, and the executive is to be congratulated upon its publication.



MEN'S FINE TAILORED GARMENTS

NO BUYER

who aims to make his clothing department a success should pass up our salesmen when soliciting an examination of our samples.

Our designs are **Original, Up-to-Date, and Exclusive.**

Every suit, overcoat or pair of odd pants is handsomely boxed

NO BRAND ON GARMENTS, EXCEPTING IN POCKET THUS



Sample cuttings and special measure forms furnished cheerfully on application.

THE . . .

Lowndes Company, Limited

61 Bay Street . . .

TORONTO.

NOVELTIES

.. IN ..

WOOLLENS

Our range of qualities and colorings is the largest in Canada.

REVERSIBLE HOMESPUNS

For . . .

TAILOR-MADE COSTUMES
ULSTERS and
STORM SKIRTS.

Fashionable colorings with handsome check backs.

FRIEZES

All qualities and
COLORINGS.

BLANKET CLOAKINGS

For . . .

WOMEN'S WRAPS
and
CHILDREN'S CLOAKS.

In Cardinal, Scarlet, Royal, Light Royal, Navy,
Myrtle, Silver Grey, Old Gold and Black.

These lines are profit-paying sellers, and every merchant should secure or complete his assortment for the holiday trade.

NISBET & AULD

TORONTO.



The MacLean Publishing Company, Limited.

President, JOHN BAYNE MACLEAN, Montreal.

Publishers of Trade Newspapers that circulate in the Provinces of British Columbia, Northwest Territories, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P. E. Island and Newfoundland.

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MONTREAL AND TORONTO, DECEMBER, 1900.

**WHEN WRITING ADVERTISERS
PLEASE MENTION THAT YOU SAW
THEIR ADVERTISEMENT IN THIS PAPER**

CHRISTMAS PRESENTS IN DRY GOODS STORES.

NOTWITHSTANDING that the best and most acceptable kind of present is one that is useful rather than merely ornamental, there is a great trade done by the jewelry and fancy goods stores at Christmas time, which should, to a large extent, go to the dry goods places, as there is a greater choice of goods that would make suitable and useful Christmas presents here than can be found in any other business.

To encourage the public to make use of the drygoodsman's wares it is necessary to show what can be done for them in the way of supplying presents for Christmas. This can be accomplished only by advertising certain articles as Christmas presents; first, in the local newspapers, and then by displaying them in the windows with cards attached, giving the price and calling attention to the fact that they would be very acceptable presents.

It is often difficult to decide just what to select for a present, and it makes it much easier for the purchaser if a number of things are thought out by the dealer and then put on exhibition, so that a choice may be had.

Probably one of the reasons that books or jewelry are so often given as presents is that the donor cannot think of anything else suitable, and merely chooses them to relieve him of further bother, when, as a matter of fact, he would prefer to give something of a different nature, and which he could get in a dry goods store if he cared to go to the trouble of looking all over the stock to decide what to buy.

Among the goods that may be found in almost every jeweler's establishment at Christmas time are ladies' umbrellas, and these, nicely mounted, are a valuable line to carry, as they are very often given as presents. There is not much chance of the dry goods merchant selling them if he allows the jeweler to place them in his window as special Christmas goods while he, himself, shows them only as a regular part of the stock.

One of the most prominent city dry goods dealers says that among the goods they sell largely at Christmas, and which they suggest to customers as presents, are ladies' and gentlemen's gloves, fancy silk shawls, fancy sofa pillows or pillow covers, all kinds of handkerchiefs—laced trimmed, silk, initialed and linen—and ladies' ties and scarves.

These are not goods that were placed in especially for the holiday trade, but they make good presents, and the dealer says so, with the result that they are bought for the purpose.

GOLD AND PAPER MONEY.

THE Canadian banking interest is opposed to the establishment of a mint in Canada where Canadian gold could be coined into money. At the recent meeting of the Bankers' Association, an expression of their views to this effect was made.

Although our money is based on a gold standard we have no gold coinage. By law the British sovereign and the American eagle are made legal tender, and when gold is demanded these coins are used. As this system gives Canadian money the requisite stability without any expense, it would appear that the bankers are not wrong when they oppose the establishment of a mint, especially as it would entail considerable cost on the country, probably from \$50,000 to \$100,000 per year.

But that is not the reason the banks are opposed to it. A great deal of the money in circulation is in the bills of chartered banks. These bills are as safe and good as gold. Their circulation is a source of profit to the banks. As a matter of convenience most people in Canada prefer paper money to gold coins. It is more easily handled.

But, if having a mint and a coinage of our own leads to the use of gold instead of bills, the banks will be partly responsible since they allow their bills to get so filthy. The Dominion of Canada is equally responsible for the dirty condition of its one and two dollar notes. Besides the distaste which people have for carrying dirty bills, there is the danger that these bills spread disease.

Our Pacific Coast cities are naturally in favor of a mint, because they believe that a gold coinage will keep trade there

instead of diverting it to the United States cities. For this reason the establishment of a mint is to be desired. On any other grounds we could do without it.

The possibility that our richer classes would do their retail trading in gold rather than in bills is not so very remote. Once establish a gold coinage and it would to some, though perhaps only a limited, extent displace the bank bills. It would, quite conceivably, displace the \$5 and \$10 bills employed, especially among city people.

Our advice to the banks, as it was long before this mint agitation arose, is to keep their bills clean and make them attractive.

TAXES ON BUSINESS.

JUDGING by the evidence already presented to the Ontario Assessment Commission the balance of testimony is against the personalty tax, and it would not be surprising if the commission reported in favor of other methods of taxation.

The evidence which is being laid before the commission is valuable to merchants outside of Ontario, because the system of assessment generally is liable to change by the Provincial Legislatures and the testimony of Ontario merchants will enlighten people elsewhere.

The prominent business men who have appeared before the commission in Toronto have not wasted their time. They have done good service to the cause of business generally. They are entitled to the gratitude of the trade for speaking out plainly and for giving their own experience so intelligently. In fact, no better opportunity has been afforded in recent years for business men to voice the reasonable complaints they have regarding their treatment by Legislatures and Parliaments.

It is notorious that most of our legislative bodies are controlled by lawyers and professional politicians. Perhaps, through ignorance, they allow measures to go through which are distinctly bad for business and omit to pass measures which would do business good.

An instance of this is the Act passed last year by the Ontario Legislature taxing the selling agents of outside incorporated companies doing business in Ontario. It is all very well to say that direct taxation is necessary and that someone must be taxed to raise a Provincial revenue. But, in this case, it looks as if the measure was hurried through at the last moment and is really going to act as a deterrent to trade.

It is supposed that under our constitution the Provinces have no power to enact laws "in restraint of trade," but, if we are going to tax business men who have agencies for companies from outside, we are really restricting trade. Not being lawyers we give no legal opinion on this point. But the principle underlying the Ontario Act referred to is vicious and injurious.

The only way to call attention to these matters is for business men to come boldly out and draw the attention of the general public to what is going on.

TO BRING VISITORS TO MONTREAL.

THE retail drygoodsmen of Montreal and their invited guests gathered to enjoy an oyster supper at the Monument National on Wednesday evening, November 20. A very pleasant social evening was spent, but it was not all fun, for an idea was thrown out in one of the speeches made after the feast which, if acted upon, and it likely will be, will mean a great deal to the retail business men of the Canadian metropolis.

Mr. Tetrault, of La Patrie, threw out the suggestion. He spoke of "Merchants' week," as it is known in large American cities, like New York, Boston, Chicago, etc. For five consecutive days great popular fairs are held, during which merchants give special bargains. It is special week also in connection with the theatres, places of amusement, hotels, elevated railroads and street cars. Reduced prices and fares are in force all through the cities. The consequence is that immense crowds flock into the cities whose business men adopt this method of increasing their business.

The idea immediately found favor in the meeting, and it is probable that it shall be acted upon in Montreal. Approbation was shown in speeches of Messrs. Marsolais, Charbonneau, W. A. Grenier, A. Germain, Couture and others. The association will likely request the railways to give reduced fares to Montreal from neighboring towns and villages; the merchants will advertise special bargains for the same days for which the railway tickets are good, and various other attractions to visitors to come to the city will be found. How often these "bargain days" will be held is an undecided matter, but, no matter how often the association find it advisable to bring visitors to town, the members will find that the scheme will increase their business.

RETURNING GOODS.

THE dry goods section of the Toronto Board of Trade intends to deal with the question of returning goods, their attention having been directed to it by the following letter from Mr. Chas. Reid, secretary of S. F. McKinnon & Co., Limited:

"I am directed by the president and directors of this company to draw your attention to the steadily-growing evil of customers returning goods that have been sent them in accordance with their orders, and to request that you will bring the matter before the council of the board of trade, in order that some concerted action may be taken and an attempt made to mitigate this unbusinesslike habit. It is practised by nearly all classes of traders, and has grown to such an extent that the damage to goods and the annual cost of express and freight charges on these returns has now become a very serious tax on business.

"A few years ago action was taken by the board of trade in this same matter, and a circular issued by you drawing the attention of merchants, etc., to the evils of this practice. The circular had an excellent effect, and the practice was to a great extent stopped, but, after a few years, it would appear the matter has escaped notice, until now the habit is far worse

than before. In many cases we have this month goods that were sent out in August, September and October last are being returned in November, without asking permission, and, we believe, for the sole reason that this season has not been quite favorable to these retailers, and they want to unload by returning the goods. I therefore hope the board of trade will take action and endeavor to stamp out this growing evil."

On many occasions THE DRY GOODS REVIEW has dealt with this question and proposes to do so again. It has consulted both wholesale and retail merchants on the subject, and believes that by the exercise of ordinary care and good business methods most of the trouble can be avoided.

In fact, we are quite convinced that the cases which give ground of complaint are exceptional, and that the vast majority of merchants have no trouble whatsoever. The experience of most good merchants is that where returns are really necessary no objections are raised, and that where goods are sent back promptly, in good order, and with a letter of explanation, the trade express no dissatisfaction.

But, where returned goods are damaged by careless packing—and we have seen some grievous instances of this; where they are kept so long as to give rise to the suspicion that they were put on sale and, not being sold, were sent back to be got rid of; or where no letter of any kind accompanies them—what can be said of such cases? Surely it is poor business to do this kind of thing! No other explanation is possible than that the proprietor is unaware of what is going on, and some careless employe is responsible.

One wholesale firm state that some goods come back without a mark of any kind to indicate who sent them, and that this is, in some instances, never discovered! This we take to be proof that the retailer does not, in such cases, know of the return, since no credit note is demanded and he is loser.

We hope to hear from our readers on this question so that the whole matter may be thoroughly ventilated.

PRINTS AT POPULAR PRICES.

There is an opening for our Canadian print mills to make some high-class novelties to retail at 15c. per yard and over. The staple lines shown this year have been highly praised, both by wholesale and retail buyers. No fault can be found with the designs and finishing of Canadian prints shown of late, and the products of the new print works at Montreal have been especially a mark for complimentary references.

But the prices of prints are high this year in Canada, as elsewhere, and it is not easy to get popular lines for 10c. and 12½c. retailing. Prints to sell at these prices the retail trade are bound to have, and, if they cannot get them of Canadian make, they will get them of some other.

Some importers, to meet this popular demand, have had to bring in lines that can be offered at the prices mentioned. There will doubtless be a large sale for them.

In order to command the highest prices for prints the Canadian mills may be expected to go in for more novelties, and from the class of stuff already shown there is no reason to doubt their ability to produce something especially good.

OTTAWA BUSINESS MEN DISCUSS.

IN the city of Ottawa the Board of Trade has been discussing the question of taxation, and we are pleased to note that great interest is taken by the local business men in the evidence to be laid before the Assessment Commission. We notice that Mr. Crawford Ross has made some sensible remarks on the subject, and is thus reported in one of the local papers:

Mr. C. Ross said that the capital stock of joint stock companies was exempt from taxation, but the dividends or revenue was taxable. The clauses in reference to joint stock companies were contradictory. In unincorporated companies it was the unknown quantity which was taxed. The personal property was taxable, but the question was, what did this mean? He maintained that it was not rightly interpreted by the city assessment department. The personal tax had driven out of business in Ottawa a hundred concerns. It matters not whether they were earning anything or otherwise. It was an inquisition tax. There was a clause in the Act whereby the business tax could be substituted for the personal, and based on the rental value of the building at 7½ per cent. The law provided for this, and it could be adopted in Ottawa. Seven and one-half per cent. was the extreme limit, but it could be made less. Go along Sparks street to-day and take the personal tax, and it would be found that it was more like 15 per cent. on the rental value of the buildings. He could give an instance where the personal tax was 37 mills on the dollar. This was worse than in Broadway, New York, and the personal assessment on Ottawa's main business thoroughfare was much higher than in other cities. He maintained that the assessment commissioner did not properly interpret the Act. He said Mr. Pratt assessed personal property no matter whether the money expended for it had been borrowed from the bank or not. The fact that the money was borrowed from the bank should be regarded the same as a debt owing to the wholesale houses. In conclusion, Mr. Ross remarked: "There are not half a dozen men in the city council we would put up with in our own businesses, and yet they are put there to run the affairs of the city, and the assessment commissioner is supposed to provide them with money. We should send some one there among the conglomeration of anomalies. There are certain things that should be straightened up. We should make provision for the substitution of the business tax for the personal tax."

The remarks of Mr. Ross are so much to the point that they are quoted here in full for the benefit of other cities.

ORGANIZATION OF MERCHANTS.

There is, we are glad to note, a movement in different quarters to form business organizations for the purpose of promoting good government.

One such body has just been formed in Vancouver, and is called the Vancouver Citizens' Association. One of its aims is to see that the municipal council is filled with good men, and announcement is made of the intention to bring out a business man for mayor next year and to secure the nomination and election of as many business men to the city council as possible. This is a wise move and we wish it success.

In some of the leading towns and cities in Canada the municipal councils are not representative of the business interests at all. People find their way there whom one would never think of choosing to act for one in any business matter. In many cases, doubtless, they are "good fellows," popular and well-meaning but not really fitted for managing municipal affairs.

Good men can always be had to devote part of their time to the public business if they really think they are wanted. But, naturally, they don't desire to fight for positions in municipal life which are more bother than pleasure and which they would only fill from a sense of public duty.

Wherever boards of trade do not consider it convenient or desirable to take part in municipal politics, then the formation of citizens' or taxpayers' associations should be resorted to.

A DRY GOODS LETTER FROM NEW YORK.

Improvement in Silks—What about January Muslin Sales?—Underwear and Dress Styles—
The Flannel Waist Trade—Fashions in Cloaks—Men's Neckwear
and Hosiery—The Holiday Goods.

From THE DRY GOODS REVIEW's Correspondent.

New York, November 23, 1900.

TO what extent politics and dry goods are connected was forcibly illustrated by the great revival of business which immediately followed the election. Numerous large contracts which were placed contingent upon the results of the election have been confirmed and furnish the basis of a renewed period of activity, which was all the more welcome that it succeeded to a partial stagnation which had set in at a period which should have been marked by unusual activity. These remarks apply more to the wholesale than to the retail trade, as the latter was more influenced by the lack of seasonable weather than political considerations. But the conjunction of the two—favorable elections and widespread cold weather—was sufficient to start a boom whose effects have been far-reaching and of immediate benefit to the entire dry goods trade. With the great disturbing elements removed, the balance of the Fall season promises to be a record-breaker and the outlook for Spring is certainly encouraging.

THE STRONG FIRM.

Trade circles were stirred to their depths by a notable failure, that of W. L. Strong & Co., the senior member of which was prominent in New York City's politics. The crash was precipitated by the death of Col. Strong, and while the liabilities are heavy they are spread over a large number of creditors, and outside of the Stott Woollen Mills, which were closely allied with the commission house, no other houses have been carried down with it.

THE SILK MARKET.

Coincident with the revival of business the silk market has taken on a firmer tone than it has known for several months. Gradually the position of the market has been strengthened, the odds and ends that were thrown on the market have been absorbed and a healthy condition exists, which argues well for the Spring business. The elements that are largely responsible for this are principally a marked increase in the demand for silks in retail channels, the larger use of silk linings in long cloaks and jackets, the revival of business in silk petticoats and greater confidence in silks in general.

Contrary to the general run of Spring tendencies, the demand for Spring silks is running toward the plain weaves with soft finish. Of course fancies are not neglected and will doubtless show more strength as the season progresses, but the orders that have been placed by early buyers all favor plain weaves. Despite their long run taffetas are holding their own to a remarkable extent, and, although louisines are in some favor for waists and petticoats, taffeta is still the unquestioned leader.

For the Spring demand surahs promise to be in the front rank. There is a pronounced movement in favor of printed foulards, but to what extent the demand will develop is an open question. The ribbon market, so far as silks are concerned, is not particularly active, as velvet ribbons still hold the strongest position. Tinsel effects harmonize with velvets,

and both narrow and wide velvet ribbons, edged with gold of one kind and another, are particularly favorites.

TRADE IN COTTONS.

The cotton market did not respond so readily to the general upward movement of prices. This is probably accounted for by the fact that cottons had already been marked up to an abnormal extent, and the demand for actual consumption has not developed into proportions that warrant further advances. The print market has not had enough activity to give any significance to the slight price changes which have taken place. It is true that the prices were advanced a trifle, but, in the face of a quiet market, the rise is more or less nominal. The Spring demand for many cotton fabrics is late, and this will largely influence the trend of the immediate market and hold back buyers in general.

JANUARY MUSLIN SALES IN LESS FAVOR.

Muslin underwear sales in January, which have been so generally popular for many years with American retailers, are being looked upon with less favor, and will be dispensed with by a number of prominent concerns who have been foremost in pushing these sales. Probably the reason for this is found in the lack of enthusiasm that was shown in these sales last season, and their absolute failure in many instances. The forcing of sales of Summer goods in January is an anomaly in itself, but so long as success attended these efforts, the unusual features were lost sight of. The demand for muslin underwear has thus been turned from its ordinary channels, and, whereas, in former years, late December and early January deliveries were called for, the deliveries have been extended to March.

In the Spring styles, hemstitched effects predominate in various forms of which the picked up hemstitch made on a special machine is the most popular. Straight drawers are in better demand than for several seasons past; umbrella drawers are cut much narrower and enable the manufacturer to turn out a more showy garment for the same money. Lace trimmings predominate on the medium and popular-priced goods. Cheap corset covers, which are the usual bone of contention on January sales, are less called for than ever, which is in itself a very good indication that a better class of goods is coming in. The most popular style of corset covers has V or circle necks, with blouse or French fronts and are intended to retail from 25c. to \$1. each for the medium class of trade.

In gowns there is a great diversity of styles which include the time-worn Empire, straight, high and square necks. Gowns in nainsook, trimmed with embroidery, and intended to retail from \$1 to \$1.50 are popular among the later offerings. Chemises are in favor in lengths ranging from 36 to 42 inches.

White petticoats are in high favor. They are not as wide as formerly, though the bottoms have a decided bell flare. Trains have been quite discarded. Among the newer models that have been well received are white skirts with scalloped flounced bottoms, trimmed with either lace or embroidery. It

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Every article is made on our own premises, and under the most rigid sanitary conditions.

Every piece is inspected and warranted to be perfect before leaving the factory.

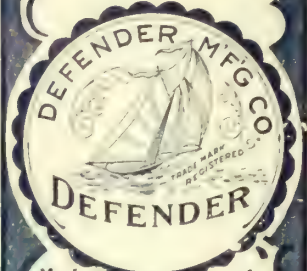
Every article is full measured after it is hemmed and finished. Not before.

THERE'S BUT ONE RIGHT WAY
TO MAKE SHEETS
and PILLOWCASES: **THE DEFENDER WAY**

It's economy to buy ready-made Sheets and Pillowcases, if you get the DEFENDER brands, which suit all pocketbooks. All brands made in plain hemmed, hemstitched, and include a large assortment of fancy hemstitched and insertion-trimmed Sheets and Pillowcases.

A booklet about Sheets and Pillowcases given
FREE on application to your dry goods dealer.

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Made of
Defender Mills Sheeting.

This sterling brand of sheets and pillowcases is in universal use, and for all ordinary conditions is the most popular and economical.



Made of
Palma Mills Sheeting

Improves with laundering and finds favor among sensitive people who desire an article that is soft and smooth.



Made of
Selkirk Mills Sheeting.

Very heavy and durable, resembling linen. In special favor with hotels, steamships, etc., where quality and hard service are required.



Made of
Wexford Mills Sheeting.

The most beautiful sheeting made — strong, durable and fine in texture. It is considered the ne plus ultra of sheetings.

NEW YORK LETTER—Continued.

is expected that white petticoats will be the leaders in the Spring demand. Spring lines of silk petticoats show a general preference for lace trimmed effects. The mercerized cottons cannot follow the silks in this respect, but the new styles run more and more into plaitings of various kinds.

FLANNEL AND OTHER WAISTS.

In the waist field flannels are still the leaders. The demand has extended over a wide range of colors, which includes all the pastel shades, red, hunter's green, lavender, helio, various blues, castor and grey. What may be termed hybrids, made of flannel with the exception of the front which is made of taffeta, have been moderately popular. The Bishop sleeve, with a slight gather at the cuff, is the leader—the cuffs narrow, finished straight and with diamond point, usually trimmed with a gilt button. Spring lines are well under way, and, from present indications, it would seem as though light flannels and albatross cloth will be well represented, but, in the wash fabrics, lawns and shear materials will have the call.

The Spring season is already looked upon as a "white season"; while colored goods will be well represented in the sample lines, there is no confidence in them at present, and such orders as have been booked for medium and better goods are on the white goods. The much mooted question is one of collars and cuffs. The consensus of opinion favors soft collars and soft cuffs; there is little question about the latter, but there is quite a difference of opinion as to the former. On the very cheap goods it is impracticable to use anything but laundered collars. On the popular and medium garments it is argued that a woman can purchase a stiff collar if she wishes to, and that a soft collar should accompany the waist.

THE CLOAK FASHIONS.

This is horse show week, and such questions of style as have not yet been definitely settled, will find a solution in what is worn by the elite on this occasion. The long cloak has evidently come to stay, and has more admirers than ever. The extremely long garment has been adopted by the classes, but the 26 in. jacket has the call with the medium. The jaunty short jacket is not yet out of the race. Long capes are in better favor than the short, especially in velours and plushes. The season has been retarded by warm weather, but a sharp cold spell has put new life into the business, and moved retail stock sufficiently to make room for new goods.

MEN'S NECKWEAR.

The trade in men's neckwear is centred on holiday business. The butterfly and the batwing are giving way to the imperial and the four-in-hand, though the diversity of tastes distributes the demand over the whole field. The derby has made a place for itself, and is increasing in favor. They are made both straight and graduated, and in the usual run of baratheas, twills, etc., in solid colors and neat figured and striped effects. Puffs and tecks are in limited demand, principally outside of the large cities.

Mufflers are in good demand, both in plain and fancy figured striped silks. The very light shades are favored and plain white. Among the novelties may be mentioned plaited shapes, which are favorites for evening wear.

THE SHIRT WAIST IDEA.

The agitation in favor of men's shirt waists has cooled down considerably, as manufacturers have accepted only absolute orders. A great variety of styles are included in the Spring lines, but the demand has not settled down to definite

designs. Plaits back and front are favored; also a full back, a la raglan, and full sleeves.

FANCIES IN HOSIERY.

The early Spring demand in hosiery shows a distinct inclination to favor fancies. Lace effects have taken the market by storm, and are easily the leaders. There is almost an endless variety of stripes, vertical and ring, and various embroidered effects and combinations of these. In colors, the pastel shades are prominent; also royal, cardinal, helio and tan. Present indications all point to a big Spring season for fancy hosiery.

THE SMALLWARES TRADE.

In the notion and smallware trade, holiday business has absorbed attention, and such novelties as were brought out during the season have already had their run. The gold craze is still unabated. The shortage of the supply was responsible for the continued advances in price. There has been a big demand for belts in gold, and in patent leather and velvet with gold trimming. The straight belt is conspicuous by its absence; bodice belts have the call. Everything is "L'Aiglon" nowadays—even belts. The accepted model is a pronounced bodice shape, which gives a long-waisted and straight-front effect. Another favorite model is made with three strands of gold braid, converging to the front. The ribbon fastening is favored. Pulley belts are still in vogue, but not to the same extent as formerly. L'Aiglon belts come in prices (wholesale) from \$3 to \$12 per dozen.

A novelty belt is made of fine kid, gilded. Chate-laine bags have sold freely, made with cut steel and black jet beads. The beads are woven so closely as to resemble cloth in texture. In manicure and toilet sets, hand mirrors, etc., which usually sell best in sterling silver, the most popular are made of ebony, either real or imitation, silver trimmed. The genuine ebony is very expensive, but the imitation is, in many instances, scarcely to be distinguished from the other, and brings the prices in direct competition with the sterling silver articles.

Dipped goods in sterling silver have also been very popular. The usual demand for holiday toys has kept that market in good shape. Mechanical effects predominate.

The trend of the designer's fancy has followed in military lines—soldiers, cannon, armoured trains, etc., are conspicuous in the holiday exhibits of the great toy bazaars.

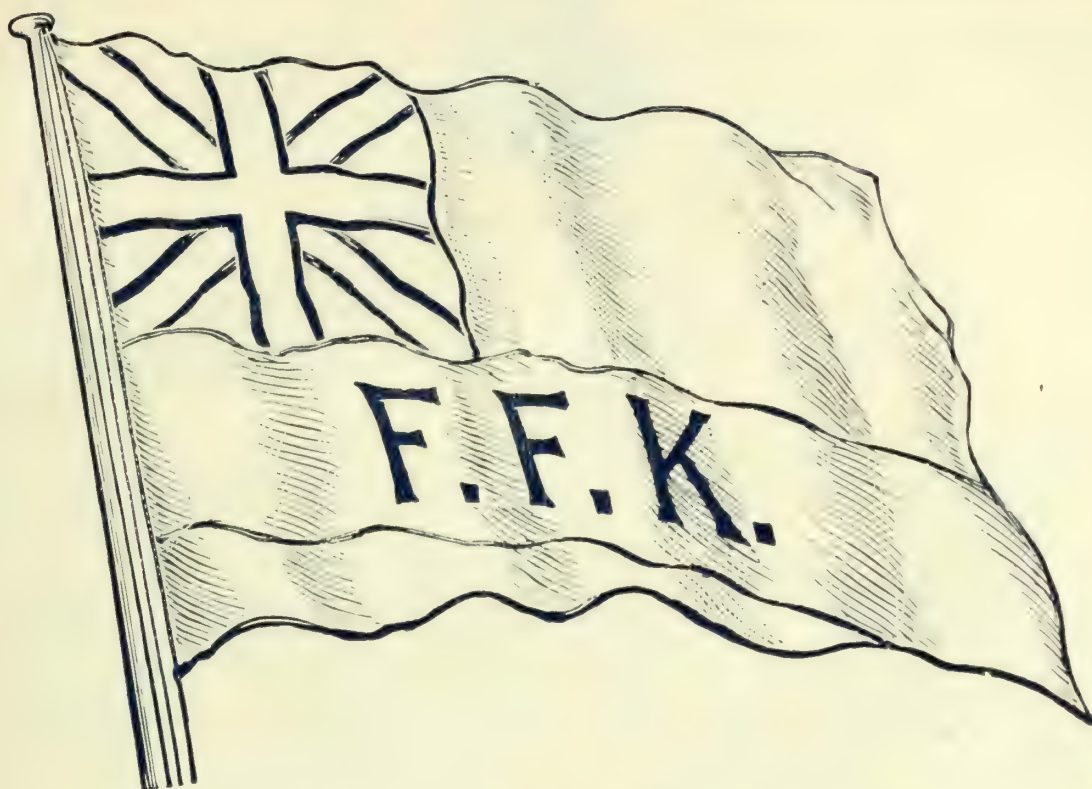
WM. J. BRANDT.

A SIGN OF THE TIMES.

In Canada, the surest index to the general prosperity of the business community is the increase or decrease in the consumption of articles of wearing apparel that are not necessities.

Neckties are not actual necessities of life, but rather come under the head of luxuries. This being so, there is no doubt Canada is enjoying a period of great prosperity.

After enlarging and adding to their premises every year since 1891, when E. & C. Currie bought the block of warehouses on Wellington street west, Toronto, and occupied the largest a year ago, it was thought they would now have enough room to supply the wants of the Canadian market. To our surprise, on calling the other day, we found men busy making connecting archways into the warehouse to the west. In answer to inquiries, we were told that they were so crowded, owing to the unexpected increase in business, that more room was absolutely necessary. Fortunately, the warehouse next door west belonged to them, and, after having let their tenants go from the upper flats, they were tearing down part of the connecting walls in hope of getting sufficient room.



GENERAL CLEARANCE.

This month sees the end of our stock, so far as Fall and Winter goods are concerned.

Would you buy Desirable Staple Furnishings, etc., at a Discount? If so, let us hear from you.

FULL LINES OF...



Mufflers, *Black, White and Fancy,*

Also **Japanese Silk Handkerchiefs,** *Plain and Initial.*

Embroidered Swiss Handkerchiefs, etc.,

All to be Jobbed Out.

Early Spring Blouse Orders now in work. Order at once if you want
Satisfactory Delivery.

F. F. KELLY,

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 **MONTREAL**

Hat, Cap and



Fur Trade.

The State of Trade.

The retail hat trade may be said to be done for the season. Although there are a number being sold, it is only the trade that continues all the year around. The rush for the fashionable shapes, however, is now over.

The fur trade this season is better than it has been for a number of years. Ever since September furriers have been very busy, and one house, The W. & D. Dineen Co., Limited, of Toronto, even with their greatly-increased capacity, have been forced by the rush to refuse many orders. A week or so of mild weather, though, will enable furriers to get the trade in hand. With the increased demand for furs, the price has gone up, and the best qualities of Alaska sealskins are this year 50 per cent. higher than last, and indications point to a still further advance next season. This is only in the skins, though, as the jackets this season, being smaller and requiring less goods in making, are only 25 per cent. higher. The better grades of Persian lamb jackets are 10 per cent. higher. On the cheaper grades of furs there has been no advance.

For ladies' jackets, sealskin is the popular fur, with Persian lamb a good second. The better grades of electric seal are also in great demand, as the price places it within reach of the masses, a good jacket being obtainable for \$35. Grey Persian lamb is not in much demand, except for children's garments, collarettes, caps, etc.

Caperines or Persian lamb collarettes are now fashionable for wearing over tailor-made costumes. An immense variety of these is shown, ranging from \$5 up to \$125, in all combinations of furs. A caperine having a Persian lamb yoke and Alaska sable border, with a cluster of tails, is a very fashionable garment this season. Caperines are also worn in royal ermine, chinchilla, Alaska sealskin, and all shades of foxes—blue, red, brown and pointed. For Fall and Spring, and mild Winter weather, scarves are a popular article for wear. They are made in almost all furs, Alaska sable, mink, Russian sable, Hudson Bay sable, ermine and stone marten being the favorites.

Ladies' cloth driving coats in various shades, trimmed with mink and lined with warm Russian furs, are now in great demand. Box coats and long coats reaching to the bottoms of the skirts are also going remarkably well. They can be had for \$35 to \$75. In the colder parts of Canada racoon is worn considerably in ladies' coats and jackets.

In men's furs, for city wear, fur-lined coats, with otter or Persian lamb collar, are now worn more than anything else. They are sold for \$50 to \$100. Outside of the city racoon and other heavy furs go well, running from \$25 to \$45. Black astrachan is another popular fur for men; nothing seems to be able to replace it. They sell for \$25 to \$50.

In men's caps and gauntlets the city trade runs wholly on

Persian lamb and otter, while beaver, astrachan and other heavy furs sell best in outside places, or in colder districts.

Coachmen's furs, in the city, are this year a good portion of the fur trade.

A Fashion Authority on Men's Styles.

One of the best authorities on men's fashions in New York said the other day that it is rarely the case that a man of advanced age can look well in the shapes and styles of

hats worn by young men.

In the silk hat, for example, there are usually two styles kept in stock, one for young and the other for older men, the difference being in many instances readily noticeable. The young man's shape is lighter in weight, but has a somewhat more tightly curling brim and a slightly less belled crown, which give it a smaller and more dainty look, more in keeping with the features and coloring of youth than a heavy, broader brimmed and more substantial hat would be. For the man of 60, especially if his hair is grey, or he wears a beard, the heavier and less dainty-looking hat is the better, and if the older man also is inclined to stoutness, this is more than ever true. Of course, it is sometimes the case that a young man, if he is large and heavy, looks better in a hat not too light and dainty, while an older man of light weight and small stature will find a smaller and lighter-looking hat the most becoming, and when such is the case each should wear the shape which suits him best.

One often hears an older man remark that he does not like to wear such and such a thing because it is too young and "giddy" looking. If it is as a matter of fact so "giddy" in looks as to be noticeably out of place as a part of his apparel, he is right in not wearing it, but the point to be considered is, not whether the article is in itself young-looking, but whether it looks too young for him. An apparent attempt to ape youth in dress, as well as in manners, is apt to be ridiculous in a man of past middle age; but it is almost equally absurd for a man to think that because he has seen the snows of 50 Winters he must cease to have his cloths well cut; that he must no longer tie his cravats according to the fashion of the times; or that he must wear Wellington boots and suits of sombre black.

As with the silk hat so it is with the opera, the derby, the alpine, felt hats, caps and straws. Their style, and whether or not they should be worn, depend almost entirely upon the individual physical characteristics of the man. Generally speaking—and I can deal only in generalities—the man of past 60, or at most 65, should not wear an opera hat, especially, as it likely to be the case, if his hair and beard are white. If he has a smooth face and is comparatively young in looks, well and good, but by imagining a venerable-looking old man with white hair and long white beard in an opera hat, sitting

Fur Goods,*We have in stock for prompt delivery*Men's Fur Lined Coats

Otter Collar \$45.00 up

Persian Lamb " \$40.00 "

Men's Coon Coats

Natural \$35.00 "

Tipped \$30.00 "

Ladies' Coon Jackets

Natural \$32.50 "

Tipped \$27.50 "

Ladies' Swamp Wallaby Jackets

\$16.50 "

Ladies' Astrakhan Jackets - no Pelts -

\$22.50 "

*We have also a choice lot of Selected Persians and Alaska Seal Skins, and can fill orders promptly**The trade only supplied Letter orders carefully filled**James Augustine & Co Limited
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Actuary**J. K. MACDONALD,**
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THERE'S A DIFFERENCE

IN GLOVES.

**SEE THAT
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GET THE
RIGHT
KIND.**

STOREY'S GLOVES ARE STANDARD FOR EXCELLENCE OF MATERIAL, FIT, STYLE, WORKMANSHIP AND DURABILITY.

THEY NEVER DISAPPOINT.

We also make MOCCASINS, SHOE PACS, TRAVELLING BAGS, Etc.

W.H.STOREY & SON
THE GLOVERS OF CANADA.
ACTON, ONT.

HATS AND CAPS—Continued.

opposite to one in the cars, my meaning will be understood. It is not that there is anything distinctly wrong or in any way bad style about this, but simply that it is out of keeping, and therefore strikingly noticeable to the ordinarily observant person.

The derby, like the silk hat, for an older man and one inclined to stoutness, should be of fair proportions rather than of small crown and tightly curling brim. It should be becoming, and that a hat which resembles a thimble on the top of a haystack cannot possibly be. This applies, however, equally well to young men as to men of advanced age; and I have always contended that it is better to wear a hat which looks well in preference to an exaggerated style which does not, simply because the latter may happen to be the strict fashion or fad of the moment.

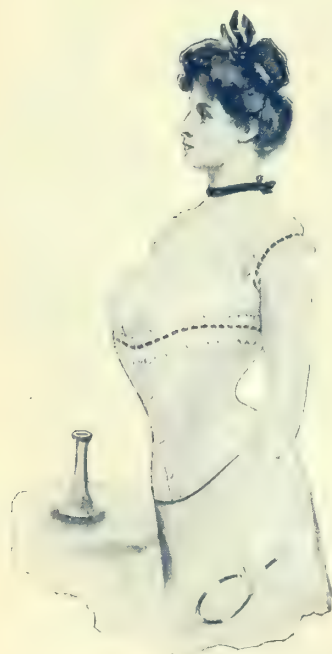
I have known many men to sacrifice looks entirely to the name on the inside of a hat, preferring to have a shape associated with and easily recognized as the shape of a fashionable hatter rather than one which is becoming to them personally. I do not mean to imply that the fashionable hatters have only one distinct shape, or that it is not always the best plan to buy from them when one can find there a style which is becoming. There is always a certain satisfaction in knowing and in feeling that others know one's clothes have been made by a maker of smart reputation, especially if he has the reputation of being rather expensive. It is one of the weaknesses of human nature, and the result of the unassailable fact that society and the world at large is given to judging according to the value of money.

In respect to other styles of hats there is less danger of a man making mistakes. The felt sombrero with twisted band in color is now much less in fashion than it was a year or two ago, and even then it was so distinctly a young man's hat that I doubt if it ever occurred to a man of middle age or beyond to wear one. The golf or traveling cap of tweed is not usually worn by men of more than 50 years old, but is permissible for a man of any age in the country or on shipboard. The grey alpine of proper shape may be worn by a man of any age, and the flat-brimmed straw hat is also proper for him who is still on the sunny side of 80. The shape and style should not, of course, be extreme; that is to say, a man of more than 60 years should not wear precisely the same kind of a straw worn by his son at college, and the colored band should be omitted be men some 20 years younger, except perhaps a band of plain dark blue. But a hat of straw in Summer, preferably of not too coarse a weave and with medium crown and brim is entirely proper.

The Price of Persians.

Some comment has taken place in the fur trade over the report in our last issue that the price of Persian lamb had not recently advanced. The report turns out to be an error, as the prices of these furs have been advancing. Being asked by THE DRY GOODS REVIEW, Mr. James D. Allan said emphatically that there had been an advance in the prices paid for recent purchases in Europe of fully 25 per cent. over last year's market. There can be no doubt that, as far as values are concerned, the situation in regard to these skins is strained. Large importers are asking an advance of \$1 per skin for Persian lambs.

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**STRAIGHT
FRONT.**

THIS New Corset does away with the curve in the front which is not only injurious to health but forces the muscles of the chest and abdomen into an unnatural position. There can be no interference with respiration, which every lady will welcome. The old shape is doomed as it is no longer the fashion, and is now looked upon as bad form.

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WHITE,
DRAB OR
BROCHE JEAN

TO RETAIL AT \$100

Sample Orders Solicited.

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THE OLDEST AND ORIGINAL Cord, Fringe and Tassel Works
IN THE DOMINION.

Barrel Braids, Cords, Fringes,
Buttons, Gimps, Chenille, Tassels,

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DYEING DRY GOODS AND MILLINERY

Dry Goods, Cloth, Tweeds, Drills, Ducks,
Cottons and Velveteens,
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Also Feathers, Silks, Velvets, Ribbons, Laces, Etc.

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Technical, Chemical Dyers and Finishers,

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Our Illustrated Catalogue of FUR GARMENTS, CAPES, NECKWEAR, etc., for season 1900 will be issued shortly. Send for one. You will find the styles are up-to-date and it will pay you to write us for prices.

EDGAR, HATS and FURS.

CORISTINE & CO.

MONTREAL.

Our travelers are now on the road with our full range of Hats, Caps and Straw Goods for Spring 1901.

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St. Paul St.,

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Reads every newspaper in Canada and Newfoundland, and clips therefrom all articles of a business or personal nature of interest to subscribers.

Business men learn of new openings for trade, pointers to sell goods, addresses of people likely to become buyers, tenders wanted, stocks for sale or wanted, reports of new industries or stores, etc.

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We have also lists of firms in every branch of trade in the Dominion: the professions, club members, society, etc., and we are prepared to address and mail circulars or letters to these at any time.

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Cottonades, Tickings, Denims, Awnings, Shirtings, Flannelettes, Ginghams, Zephyrs, Skirtings, Dress Goods, Lawns, Cotton Blankets, Angolas, Yarns, etc.

Only Wholesale
Trade supplied.

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MONTREAL and TORONTO

"Maritime" Wrappers

Known throughout the land for their individuality, admired for their exclusiveness of design and perfection of fit, and handled everywhere by the best trade.

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FOR THE

20TH CENTURY.

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No 300

We manufacture everything in the line of Window Display Fixtures, Parapet Mache Forms and Wall Figures, all the latest designs. Price within every merchant's reach.

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Catalogue.

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91 and 93 Richmond St. West.

WINDOW AND STORE DECORATING.

Conducted for THE REVIEW by H. Hollingsworth, an Expert Window Artist.

TO DRY GOODS REVIEW READERS.—We shall be glad to receive photographs and descriptions of window displays that have attracted special attention in their own localities, and which would be considered helpful to trimmers generally. Any inquiries or questions on the subject of window dressing will be answered cheerfully, and any information given that may be desired by readers. Queries should be addressed: "Window Dressing Department."

THE HOLIDAY TRIMS.

HOLIDAY window trims yield better returns than work done at any other season. This is because people look at the goods displayed more carefully at this time.

The way to make a good holiday window is to call attention to some of the desirable features of your stock, but so arranged that there is a feature in some manner connected with the display.

Have some special attraction, either for a centrepiece or in the whole display, mechanical or otherwise.

A FEW SUGGESTIONS FOR CHRISTMAS WINDOWS.

Don't put your best windows in first. Save them for the last ten days before Christmas. Let them grow more beautiful at the approach of Christmas.

Don't put the best selling goods on display first, either. If you do, you will carry over some "stickers." The good sellers will sell anyway and it is best to use just enough of these in your displays to render the whole attractive to the observer.

Don't crowd the Christmas windows. Create a "stocky" effect without overcrowding. If you confuse the eye, half the selling effect will be ruined.

There is more scope for the fancy in Christmas trims than in those of any other character, and many pleasing themes are worked out by the thoughtful and enterprising trimmer. These may be carried too far, for, when the "picture" or "tableaux" effects are so absorbing that the people fail to see the goods, then the object to be accomplished is lost.

Don't forget that the primary aim is to attract attention to the goods and from that gain custom.

Have the windows bright. Use as many lights as possible. You can't have too much illumination. Have every trim tending on the suggestiveness of the joyous season.

MECHANICAL CONTRIVANCES.

Nothing draws a crowd as well as some mechanical effect; something moving. Especially is this so at Christmas time.

In the following drawings and explanations I will try to convey as minutely as possible the workings of a few simple and practical mechanical devices.

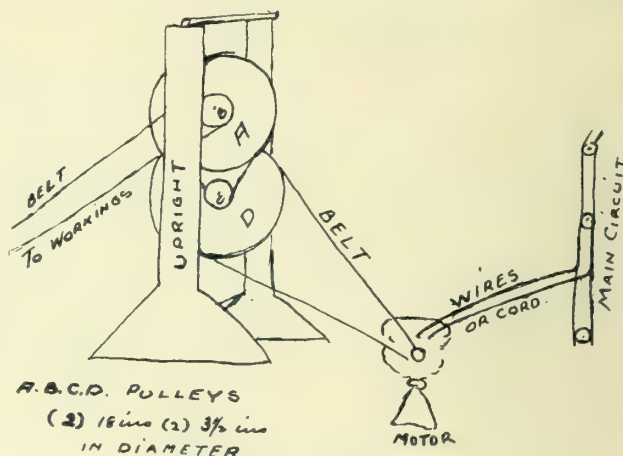
Before explaining these drawings, I must not forget to say that all the following devices are worked by a small fan motor. Every house where window trimming is recognized should have one of these little motors. Nearly every store nowadays is lighted by incandescent lamps, from which almost any inexperienced trimmer can connect a length of electric cord from the light to the motor.

The motor can be used to run hundreds of mechanical devices. All that is necessary to put it in readiness for attaching to the machinery is to unscrew the fan from the shaft

and in its place put a 2-inch pulley, which can be made for a trifle.

Fasten this securely so that it won't slip on the shaft, attach the wires or electric cord to motor, connect it with the main circuit that runs the lights and then it is ready to attach to the works of the device.

As the speed of these motors is about 10,000 revolutions per minute, and as the general speed required to run most of these mechanical devices is about 10 or 15 revolutions per minute, a set of gear wheels has to be made. (See the drawing—No. 1.)



No. 1.

The above sketch may convey the idea (to one who has never tried anything of the kind) that this is a lot of trouble and would take a lot of time and expense to build. Such is not the case.

You will be surprised how simple it is to make. If the firm will not pay a dollar or two to have the pulleys made at a factory, then go to the grocery department and get four lids of candy pails, about 18 or 20 inches in diameter, and nail them together in two's.

This gives you the two large pulleys. There will also be a groove for the belt to lay in, as the tops of the candy pails are always beveled, and when two are nailed together it forms a splendid groove for the belt to play on. The same can be done for the little pulleys with small lids off pails of lard, etc.

Get any old boards lying around and these will do for supports when nailed together as in drawing. The shafts can be made from pieces of round sticks. A curtain pole sawed into two pieces, each 1 ft. long, makes a good shaft.

For sockets for these pulleys to turn on, get shade curtain ends. They only cost a few cents and make the finest and easiest bearings.

To make my meaning plainer: Go to the shade blind department and ask them to give you four roller blind ends and sockets, same size as the curtain pole shafts (about one inch is the right thing).

When this is put together you have a speed reducer that you can keep and which has cost you very little, and from which you can work hundreds of mechanical contrivances with the aid of the motor. If at any time you want to run

FAIRE BROS. & CO., Limited

LEICESTER, ENG.

Manufacturers of

SMALLWARES

SKIRT BELTINGS
WOOL MENDINGS
SHOE LACES
CORSET LACES
BINDINGS
BELT WEBS
BLIND CORDS
TAPES

Order Through
Wholesale Houses

Representative for
Canada :

**Mr. Stapleton
Caldecott,**
45 YONGE ST.,
TORONTO.



Phillips' Illuminated

Silent Salesman
TRADE MARK

Radiant as a burst of sunlight.

THIS is undoubtedly the best and most practical case on the market. It is lighted by concealed lamps and wired ready for connecting onto your lighting system.

Send for a descriptive circular. One of these cases will assist you greatly in selling your Christmas Novelties.

ORDER EARLY.



PATENTED IN THE UNITED STATES AND CANADA.
JOHN PETZ PATENTEE.

John Phillips & Co., Limited, Detroit, Mich.

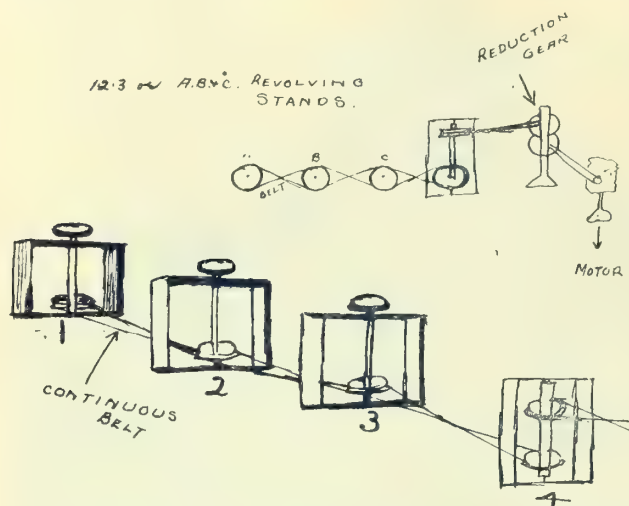
ESTABLISHED 1864.

Canadian Branch: WINDSOR, ONT.

WINDOW DECORATING—Continued.

anything a little faster or slower all that is necessary is to change one of the pulleys for one smaller or larger.

Drawing No. 2 suggests a device that can be put to different uses and run by the little motor and the reduction gear (as just described).



No. 2.

The above sketch is easily understood. The supports for each stand are made about 1 ft. high by 8 in. wide. The pulleys are secured to pieces of curtain poles. The bearings are roller blind sockets, same as those mentioned. The pulleys are made about 6 in. in diameter. Holes are bored through top of supports, large enough to allow the shaft to work freely. These should be well greased, so as to have as little friction as possible.

The number of these revolving stands to be used in the display must be determined according to size of window. The reduction gear and motor must be hidden, also the stands.

On the stands almost any line of goods can be shown. This is a great scheme for a millinery window. At the opening of the "Emporium" in Chicago, their immense window was trimmed on this principle. A pretty pedestal stood on each of these stands and on top of each was a ladies' wax head, on which was shown a pretty hat.

There were, I suppose, 50 of these revolving heads, showing all sides and views of each bonnet or hat. As the background, sides and top were mirrors, there appeared to be hundreds of heads and hats. The sight was magnificent and the display was admired by thousands.

If any trimmer undertakes to try this idea in the way of a mechanical device, he will be surprised how simple a scheme it is and how easily it will run.

From this same idea dozens of others can be constructed.

Sketch No. 3 shows another idea in a revolving stand. It is made about 10 feet in height. Four circles are placed one above the other on a curtain pole. Same bearings are used as in the other stands. On this can be shown confectionery in boxes or dishes, fancy chinaware, dolls, toys, shoes; in fact, anything that is small and not too heavy.

It should be evenly balanced all around, so as to make it run smoothly.

Each stand can be covered over with colored crepe paper, etc.

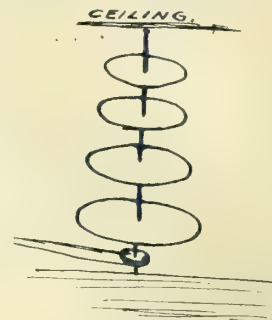
With the motor and the reduction gear, all sorts of arrangements can be run.

In future numbers of THE REVIEW I will explain and illustrate some good practical mechanical and electrical devices that can be run by the reduction gear and motor.

If any of our readers interested in window trimming have never tried any mechanical ideas in their windows they should be able with these few suggestions and drawings to carry out some clever ideas that will do themselves credit and bring in dollars for every minute expended in getting up such a trim.

THE REVIEW will be pleased to furnish all information that it can give to any trimmers requiring same about mechanical attractions or any other line.

We present a photo of a neat little Christmas handkerchief display that will convey ideas for a holiday handkerchief trim.



No. 3.

TO AVOID FROSTED WINDOW PANES.

A number of merchants are again struggling with the difficulty of frosted windows and are viewing with envious eyes and unhappy feeling the clear transparent panes of some of their competitors in business who seem to have solved the problem.

It is soul harrowing and mind disturbing to see one window as opaque as a sheet of felt, and another loom up as transparent as a crystal, when both are apparently under the same conditions.

One sees a window free from frost when it is entirely enclosed, and that seems to explain the reason.

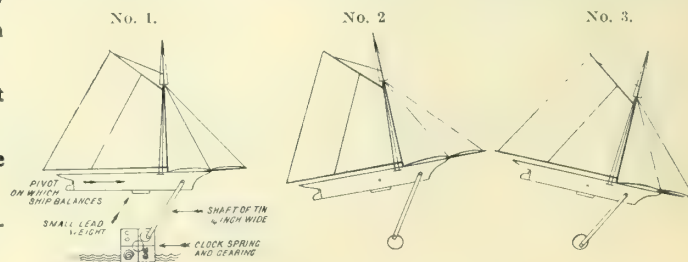
But a few doors further on another window, similarly enclosed, is covered with ice. Some windows that have a half length enclosure inside are clear and others are frosty, and some that are entirely open to receive the heat of the store are clear while others are not.

A great deal of money has been expended by merchants in the large cities to determine the remedy for frosted windows. The whole secret of keeping windows free from frost when the thermometer is below zero, is in having plenty of ventilation.

If the inside of the window is as cold as the outside the moisture will not condense and there will be no frost. Some merchants bore a number of small holes in the casing, others use fluids, such as glycerine, ammonia, etc., on the glass. However, it has been fully demonstrated that if the window is kept cold it will not frost over.

ANSWERS TO QUERIES.

THE MOVING SHIP SCENE—"H. L. H."—In answer to your request for information regarding a "moving ship" scene, I have never used the clock spring for anything, as I find the motor and reduction gear as described in this edition suitable.



No. 2.

No. 3.

MANCHESTERMONTREAL

THE GAULT BROTHERS CO.

LIMITED

...Curtain Department...

Spring samples in our travellers' hands now, of all Curtains, Curtain Nets and Muslins. Every pattern represents stock, consequently prompt delivery. Buy from us, and you will get your goods at once, and at close prices.



We have the best assortment of popular prices in the market.

Our line contains everything pertaining to Lace Window Draperies.

Swiss, Irish Point
Renaissance
Lace Curtains.

Cotton and Silk
Damask Curtains
and Portieres.



...Lace Department...

This department is now complete in all the novelties of the season. Leading and popular makes are: Point Venise, Cluny, Guipure and Vals, in Edgings, Galloons, Insertions, Allover Nets.

Don't forget that we are headquarters for Embroideries of all kinds, Edgings, Insertions, Galloons, Allovers.

ALL GOODS IN STOCK AND PROMPT DELIVERY GUARANTEED.

SOLE AGENTS IN CANADA FOR FOWNES' GLOVES.

WINNIPEGVANCOUVER

WINDOW DECORATING—Continued.

However, I don't see why the works of a clock would not answer your purpose. I have made a sketch and think it quite practical.

Fig 1. shows ship, evenly balanced in centre with a small lead weight on bottom. Through centre of the ship's hull runs a pivot on which ship works. This pivot is nailed on the wall



A Handkerchief Display.

or on an upright support, and must be strong enough to support the whole weight of the ship. This should be made of wood or a round piece of metal and a pin put in the end of it so that the ship will not slip off.

Having done this you will find that the least little touch at either end of the ship will set it in motion, showing what little strain there will be on the clockwork. Nail the clockwork to the floor, or on an upright, take a strip of tin about a quarter inch wide and, say, 1 ft. long, at both ends cut a hole large enough to admit a small screw nail, but not enough to let the head of the nail through. Then cut another screw nail in two and solder the end with the head on it to the outside edge of one of the wheels of the clockwork, after attaching the tin strip. Attach the other end of the tin strip to the bow of the ship, wind your spring and you will find a nice movement and a good representation of a ship on the waves.

Figs. 2 and 3 show how when the shaft is fastened to the outside edge of the wheel of clockwork, that, as the wheel revolves, it must necessarily push the ship up and pull it down. The speed of the wheel can be easily regulated by any clock repairer or watchmaker, by the taking off or putting on of one of the wheels. I think this is easily understood. It is a very simple problem.

A good idea for water and waves is to tack a piece of green cambric, as nearly water color as possible, along the bottom side of ship and then daub on glue here and there and lay on a patch of white batting on the glue to represent the foam, a daub of light grey paint here and there will give it a better appearance.

This scene is heightened by placing a sky line at back of ship. This is easily done by painting a large square of cotton over with sky blue paint and then streaking it over here and there with white to imitate clouds. I would remind you to look up the back numbers of THE REVIEW. You will find a similar idea of mine in the October number (I think it is) of REVIEW, which may be of help to you in arranging such a display.

MATERIAL FOR FROSTING—"TRURO, N.S."

—You desire to know what is used for frosting. I have used mica ground up in small particles, but the better frosting is a chemical made in the form of a powder and can be procured at any drug store for about 25c. an ounce.

You would also like to know what would make a nice trim for a window 9x13 and 3½ ft. deep. As I was not informed what class of goods you desire to trim with and not knowing what kind of goods you deal in I have to draw my own conclusion. I might infer that you desire to show Christmas novelties in dry goods. As your windows are only 3½ feet deep they are difficult to do much with in the way of mechanical trims, but I think if you made a pretty background, similar to the one in the accompanying furniture trim, and used as many electric lights on the arches as your resources will allow and fill in the bottom with bright goods, Christmas novelties, etc., I think it would make a pretty window.

The arches are made from cheap lumber and are covered over with puffing. The lattice work is made from white tape

and does not cost much and is very effective. The scroll work is easily made, being only long tubes of white cheese cloth gathered together on stovepipe wire and twisted into the shape of a scroll design, being kept together by pins. If you can get a similar design set it out about one foot from your



wall. Run a rod across the wall about six feet high and hang colored China silks all the way along it to the floor, taking care to have the colors blending. This will make a pretty, bright background for a Christmas trim and you can show almost any line of goods in this window. Use white cheesecloth shirred on the floor and put a border of pale blue cheesecloth or other material all around the edge. You could

WINDOW DECORATING—Continued

make up some nice designs in arches, circles, etc., and cover the whole thing over with white and then cover the whole design over with holly with the red berries—\$5.00 worth would cover the whole window nicely. This makes a lovely background and will keep nice and green until New Years. Holly can be had from any seedsman in Toronto or elsewhere.

H. H.

SUGGESTIONS FOR TRIMS.

HANDKERCHIEFS.—Here is a suggestion that will work out an effective display of handkerchiefs. First, take a half circle and fasten it to the top and in the centre of the background so that it bows straight out in the window. Cover the background with yellow lemon bunting, arranging a double pleat about every 15 inches. Next, get some $\frac{3}{4}$ -in. hemp rope, new and clean. Cut this in pieces to reach from the half circle to the base of the window. Measure a lady's fancy handkerchief across opposite corners, and arrange these pieces of rope around the half circle at intervals to equal the result. Select a number of nicely embroidered handkerchiefs and pin them to light yellow glazed paper, such as samples come pinned on, or cardboard. Then pin these, corner to corner, and arrange them between the ropes, pinning opposite corners to the ropes. Cover the background with fancy handkerchiefs, pinned flat between the double pleats. Arrange a border along the top of the background and cover the half circle with handkerchiefs by pinning in the centre. Puff the entire base of the window with yellow bunting and arrange handkerchiefs in boxes, loose and on display stands. Letter one large show card, reading "Advance show of holiday handkerchiefs," and place it in the centre of the window near the glass.

GLOVES AND UMBRELLAS.—Two lines that figure prominently as Christmas gifts are gloves and umbrellas. Many stocks are limited and do not give the trimmer much chance to construct a window of one line, especially gloves. A neat and striking display can be arranged by using both lines. Clear out a window and clean it. Then puff the entire background with orange yellow bunting, trimming the edges and top with a heavy roll. Down the centre of the background, and about two feet either side, run wide ribbon, fastening it in loops about every nine inches. In these arrange umbrellas, handles out and tips crossed in the centre loops. Arrange two arches in the centre of the window. The front and larger one about a foot or 18 inches from the glass, as the depth of the window suggests. The other arch should be proportionately smaller and arranged about two feet back of the larger arch. Puff these arches with yellow bunting and arrange ribbon on the inner edge, fasten it every six inches. In these loops arrange umbrellas, handles toward the glass. On every other handle arrange a pair of gloves.

Then puff the entire base with yellow bunting. Arrange about the base umbrellas and kid gloves. The umbrellas can be nicely displayed with umbrella rings, holding three umbrellas, or tying them with a bow of yellow ribbon.

In the centre of the arches place an upright display stand, on which arrange gloves. Letter a large show card, reading "Christmas suggestions," and place it in the centre of the window near the glass.

YARNS.—A very pretty and attractive window can be arranged with yarn. Some stores cannot spare yarn enough from stock to put in a very large display. But all have material enough to put in a good window by taking yarns and

what is made of yarns. With your window cleared, start by covering the entire background with yellow, putting it on plain and double. Then puff a narrow border along the top with blue, green or purple bunting, or, if you desire a strong contrast, use black. Then, with black yarns arrange a draped border along the top. With black yarn work out the words, "best yarns." Now, with flat boxes, build a base in the centre of the window. Now, cut out of a piece of pasteboard a lyre harp. To get this true, take a piece of paper, fold it once, then cut out a half shape of the harp; lay this on the pasteboard and mark it out, then cut it out with a sharp knife. Wind the harp with green clouded or yellow yarn; finish the upper ends and the base, which cannot be wound very handy, by puffing a bit of yellow silk or bunting. If you prefer, puff the whole harp with yellow bunting. Make strings of yarn. Fasten the base to the edge of a piece of board so that it will stand up straight. Then set it on top of prepared base. The balance of the window can be arranged with nickel display stands, on which you can arrange knit goods. Fill in the base with yarns. Price and appropriate show cards will help the display in its mission of selling. One large show card, reading "We Harp on ——— Yarns, Because They're Best," would fit the idea well.

After you are through with the harp in the window, it will help to make things pleasant about the store if arranged in a neat display on top of the centre shelf, or spool case, or ribbon case.

BLANKETS AND QUILTS.—With your window cleared and cleaned, start by covering the background with fancy blankets. Then arrange at intervals of, say, a foot apart, across the top of the background, brackets with a round shelf about the size of a candy pail cover. On these arrange comfortables and blankets. Select some pretty patterns in the better grades, double one corner and hang the comfortable on the bracket shelf so that both sides show, and place a pair of nice blankets rolled and tied with two bands of ribbon on the shelf. A description or price card on each comfortable and pair of blankets shown completes your background.

On swinging arm brackets, at the sides of your window, arrange blankets, rolling each pair and tying them with two bands of ribbon.

Cover the base of the window with dark colored blankets; grey and black plaids would do best. For a centrepiece, take an ordinary shoe box about three feet high and fasten five strips three feet long to the top of the box, arranging them fan shape.

Drape a pair of blankets around the box to cover it. Then roll five pairs of fancy-bordered blankets lengthwise with the stripes as they come folded, and tie them with ribbons. Arrange these on the five strips. Around this centrepiece about the base arrange five comfortables and blankets. Each comfortable and pair of blankets should have a descriptive or price card.

BLACK DRESS GOODS.—There is never a time when black dress goods are not in line. Their rich and elegant appearance make them particularly strong for window displays. The hardest feature about a black goods trim is the background. To get the color combination and arrangement to produce a good effect and bring the goods within easy seeing is not easy. With most black goods windows it is necessary to get close to the window and shade the eyes to get a good idea of the goods.

Try this arrangement and we think you will feel pleased with your effort. With your window cleared and cleaned,

WINDOW DECORATING—Continued.

start and puff the entire background and sides of the window with red bunting. This red must not be a bit dull. A cerise red would be best. At the top of the background fasten short sticks, so they stick straight out in the window, and arrange them about two feet apart, all around the back and sides of the window. Next take ivory white cloth, something with a nice finish like sateen or nicely-finished henrietta, and drape it from stick to stick, by gathering a puff at each stick so as to stretch the cloth straight at the top, leaving it drop in graceful folds. This should be done on sticks as described, so that the drape will hang out from the background. Don't drape flat against the background. The effect is quite different in bringing out your black goods. With this done, the arrangement of the goods had best be done in the most simple manner. Arrange your drape stands in about three rows, each row a bit higher than the one in front of it, and each stand to show between the two in front of it. Drape your black novelties on these stands in the simplest manner. On each piece have a neat style card such as "Latest," "Imported," "Very Stylish," and so on. A neatly-lettered show card with simply the words "Black Beauties" and a wide red border around the edge of the card will be sufficient to arrest attention and start the reader's mind on an investigation tour. With your window completed you will find that you have a rich and decided color combination.

MILLINERY.—A window in rich, soft red makes one of the handsomest and most attractive settings for nicely-trimmed hats. If hats and trimmings run to red and black, all the better. With your window cleared and cleaned, start by covering the entire background with red material, preferably silk-finished henrietta. Allow it to hang straight in heavy folds. Next take one large and two smaller half circles and puff them with red material. Fasten the large one to the top and in the centre of the background so that it stands out a bit. The two smaller ones fasten across the two corners. Next arrange a drape of sheer red material, beginning at the outer end of one corner arch, to the centre of that arch, and then to the opposite end and then to the centre arch, repeating the arrangement, finishing with the other corner arch. Arrange feathers and trimming ornaments about the background. With your background arranged, puff the entire base with red material and arrange your hat stands, displaying nicely-trimmed hats.—St. Louis Drygoodsman.

POINTS OF PHOTOGRAPHING.

The following points are well to remember if you wish to obtain good photographs: If there is a broad street before your window or an open space, it will be almost impossible to make a picture by day, for, plant your camera where you will, it is always darker in your window than it is outside, and the opposite conditions should prevail. But you can get at it at night. See that your electric lights, while flooding the window, are themselves hidden from the street. If you have a good lens, from 20 to 30 seconds' exposure will be enough; a lens not specially rapid will require more time. The size of the diaphragm also counts. The smaller the diaphragm the more time is required; but the smaller diaphragm also gives more sharpness to the picture. The time required is also influenced by the rapidity and make of the plate. Therefore, you have three things to consider in timing your picture—lens, plate and diaphragm. A good time to photograph a window by

daylight is early morning on a clear day, just before sunrise. The light is clear and penetrating and a good picture usually results. Remember, the interior of your window must be light. If the window is darker than the street the glass acts as a mirror, reflecting everything on the opposite side of the street.

By keeping these points in mind, any photographer can get a good picture of a show window. If the photographer doesn't know them, it should be well to call his attention to these facts.—Chicago Dry Goods Reporter.

THE PROFESSIONAL WINDOW TRIMMER.

Who is he? And did he become a professional, asks F. C. Mitchell in *The Show Window*? First, he is the gentleman having charge of all the decorations in the store. How did he become an expert? By hard work, great patience, many experiments, and some failures. He is ambitious to succeed, with a proper and just pride in his work; a man of quick perceptions, good judgment, an accurate colorist and an excellent judge of effects. That is why he is a professional. He is a man who draws his designs either in his mind, or with pencil, before he begins his work. He knows, for he has learned by experience, how to build the framework. He knows how to cover it and what to cover it with. He is ever aggressive and often original, because he gets away from that which is common and ordinary. He is always learning, he never "knows it all," or does it all. Coming into contact with other minds and seeing other men's work, he absorbs the practical and good. He keeps out of a rut. He reads all he can of things in his line and is up to-date. It's the fellow who never reads, never sees another man's work intelligently, never comes in contact with his fellow workman who is not an expert. Nor even a good trimmer. I often meet trimmers who tell me, "I never pay any attention to any other trimmers' work or methods. All I do is original." I walked half a mile the other day to see one of these brand new original trims and I saw it; I believe there are to-day 2,000 duplicates of it, and it was a trim hoary with age 10 years ago. The firm who pay money for that kind of work have "money to burn," or are imposed upon by the "artist." He is a long way from being an artist who will not avail himself of every opportunity to study and improve his work.

DISPLAY OF CHILDREN'S MILLINERY.

A pretty novelty in window dressing, and one which greatly interested ladies and children, was exhibited in Frederick Couse's window on Main street, Winnipeg. A large handsome doll was tastefully dressed in a red box coat, with a kilted skirt of the same color and material and a pretty red hat. The doll itself was very pretty and had long, golden curls of real hair. Another smaller doll dressed in white reposed in a baby carriage. The window also contained some beautiful examples of children's millinery, one of which was a white Napoleon hat. The drapings and blendings of color were artistic, and enhanced the general appearance of the window.

The creditors of Frank Dowler, department store, Guelph, decided to sell the assets to Mrs. Dowler at sufficient to pay the creditors 50c. on the dollar, at three, six, and nine months, secured. The assets are placed at \$62,203.37, with liabilities of \$45,018, leaving a surplus of \$17,185.37. There are about 90 creditors.



Late Jas. Johnston & Co., Montreal.

The First Month
... OF ...
The First Year
... OF ...
The New Century

will be marked by a large holiday business.

The reputation of this firm for always carrying in stock at this season **the latest novelties** in **Christmas goods** is still maintained and fully endorsed by the trade.

INSPECTION INVITED.

CARPETS, CURTAINS AND WALL PAPERS.

UNITED STATES OILCLOTHS ADVANCED.

At a meeting of manufacturers of floor oilcloth and linoleum, held at Philadelphia, November 8, it was decided to advance the price of linoleum $2\frac{1}{2}$ c. a yard and to put into effect the price list on floor oilcloth which was agreed to June 15 last, but was not generally adopted. This means an advance of 1c. a yard. These changes take effect December 1 next.

The advance is no surprise to the trade, for all who are familiar with the goods know what great quantities of linseed oil are used in making them and that the price of this oil has risen over 100 per cent. Last year it could be bought for 30c. a gallon. Two weeks ago it cost 70c. and the price quoted now is 75c. a gallon. This advance has added so very greatly to the cost of producing linoleum that the advance of $2\frac{1}{2}$ c. a yard is really inadequate to meet the situation. Compared with last year, the prices have advanced from $2\frac{1}{2}$ to 5c. per yard.—New York Carpet Trade Review.

THE ENGLISH CARPET TRADE.

Carpet manufacturers, say Kidderminster advices to The Textile Mercury up to November 15, are fairly busy on the orders they are now receiving, but the encouraging point in the trade is the continued demand for deliveries. Much of this is for special carpets, and for odds and ends of various sorts, but there is no doubt that it all points to low stocks, and a healthy demand. The yarn trade is disappointing, for buyer and seller are far apart in the matter of price. Spinners will not saddle themselves with contracts at the prices offered, and, on the other hand, buyers can generally wait. Here and there prices are irregular, but those of the standard carpet yarns have been well tested, with the result that there is less inclination to press for business at present prices than there was a fortnight ago.

PROFITABLE GOODS TO HANDLE.

Tapestry and chenille curtains, portieres and table covers. They make a handsome display, are always popular and always salable. Geo. H. Hees, Son & Co. have just placed on the market some new and very handsome patterns in these popular goods, and are selling them at a price that affords the retailer large profits. Hees, Son & Co. are also manufacturers of window shades, curtain poles and fixtures, stair plates, drapery pins, and many other goods that meet with a ready and popular demand.

THE PREVALENCE OF GREEN.

In no recent season has green been more dominant in upholstery and carpets than in the present one. Of course, some critics will say that red is the leading color, but when one comes to study the work of the best decorators in the large cities, it is found that green is the color de resistance.

In portieres and curtains, green velvets and green moreens are obtruded before the shopper in nearly all the finer stores.

Burlap continues very popular as a wall covering for certain dining-rooms and libraries. Green applies well to burlap, as it does to other fabrics.

A year or so ago it might have been Pompeian red, but now it is a carl sage green. A good effect is produced by covering the walls

with burlap and then making a pattern by stencilling a fleur-de-lis or some such conventionalized design in gilt at intervals upon the surface.—Carpet and Upholstery Journal.

WHAT MATTRESSES ARE MADE OF.

The day of the corn-husk filled mattress with its top layer of cotton has passed. Hair mattresses are, of course, the best, but they are too expensive. Cotton mattresses topped with hair are not satisfactory, as the cotton filling soon packs tight and is only a shade better than a board for sleeping on. Next to cotton, excelsior is most largely used. Fine excelsior topped with a thin layer of hair or wool is cheaper than cotton, though heavier and not quite as yielding.

Shoddy and waste wool clippings and similar products of the sheep's back are utilized in various ways by mattress makers. There are also some pure wool mattresses made, but they are hardly cheap enough to be popular.

Many experiments with the fibres of certain plants have been made of late years with a view of using them for mattresses and pillows. Florida moss is used considerably as a bedding material, and it is said there are some 50 or 60 buildings in Florida where moss is fermented and ginned for use.

The latest innovation in bedding is, of course, the pneumatic mattress and pillows. They have never become very popular, however, as they are not altogether the most agreeable things to sleep on.—Exchange.

LACE CURTAINS.

It is a great convenience to the trade to have right here in Canada over 100,000 pairs of lace curtains to select from, and then obtain immediate deliveries of the goods. Such is the stock of Geo. H. Hees, Son & Co., and they are reaping their just reward for affording such opportunities to the trade. Before Hees, Son & Co. began carrying these goods in stock, the trade had to place import orders and then wait a long time for deliveries, but now, by buying of this firm, they can find which patterns sell the best, and then duplicate right here at home and get quick deliveries. In many ways it will pay the trade to deal with Hees, Son & Co.

U. S. INGRAINS ADVANCED.

It was announced at the opening of the carpet season, November 15, that makers of ingrain, while not advancing open prices, were selling at a reduction of $2\frac{1}{2}$ c. from the opening price of last season. The New York Journal of Commerce learns that later on it was decided by the Lowell and Hartford companies to put back the prices on a level with those of last season. In other words, the 50c. price was changed to $52\frac{1}{2}$ c. This change, however, is somewhat vitiated by the fact that the majority of the large jobbers of the country are so well supplied that they can be jobbed at 50c., so that future demand on these grades can be satisfied by jobbers at lower prices than those established by the manufacturers themselves.

It is a matter of interest to the trade what is to be done by the Philadelphian manufacturers of ingrain who have not as

GEO. H. HEES,

W. R. HEES,

STEPHEN HAAS,

Geo. H. Hees, Son & Co.

MANUFACTURERS OF

**CANADA BEING A
WOODED COUNTRY**WE HAVE SPECIAL
OFFERINGS OF**WOOD CURTAIN POLES
AND WOOD TRIMMINGS**

OFFICE: 71 BAY ST

Splendid Finish,
Handsome Patterns
and Low Prices.

TRY US

OUR FACTORIES:

TORONTO, ONT. VALLEY FIELD, P.Q. DETROIT, U.S.A.

HEAD OFFICE: TORONTO, CANADA.

TORONTO FACTORY

**OPAQUE
SHADE CLOTH.**CURTAINS, DRAPERIES,
FURNITURE COVERINGS,
UPHOLSTERY GOODS,
LACE CURTAINS Etc,

OFFICE TEL. 2056

FACTORY TEL. 4299

CABLE ADDRESS:
"HEES" TORONTO.

We manufacture everything in the line of

Window Shades,

and sell them at a price that affords the retailer LARGE PROFITS.

**We Have in Stock Over One Hundred Thousand
Pairs of Lace Curtains.**

The retailer can sell them at a good profit all the way from 35c. a pair to \$20.00 a pair.

UPHOLSTERY GOODS.Furniture Coverings, Curtains, Draperies, Table Covers, Chenille Goods, Sash
Curtains and Nets, Brass and Wood Poles and Trimmings,
Stair Plates, Drapery Pins, Etc.

MOST OF THE ABOVE MENTIONED WE MANUFACTURE.

GEO. H. HEES, SON & CO., Head Office, TORONTO.

CARPETS and RUGS

Standard goods, eleven different brands as follows :

"LEADER"—a ready seller.

"CHICORA"—for a cheap carpet second to none.

"ROYAL"—sells at sight,

"ANGORA"—a cheap article with superb qualities.

"CRESCENT"—most beautiful.

"MAGNET"—a cracker for 50c.

"DOMINION"—a super carpet at a medium price.

"OXFORD"—a wearer.

"GRANITE"—the name sells it.

"CANADIAN"—noted for purity, the best 2-ply wool carpet in the world.

"MONARCH"—our famous 3-ply.

YOU SHOULD SEE THEM.

Rugs, Mats, Curtains, Covers.

Canadian Agents for THE MOSS ROSE MFG. CO.,
of Philadelphia.

ROYAL CARPET CO.
GUELPH, ONT.

Hamilton Cotton Co.

HAMILTON.

We are now manufacturing a complete
range of

CHENILLE CURTAINS AND TABLE COVERS

In new and attractive designs.

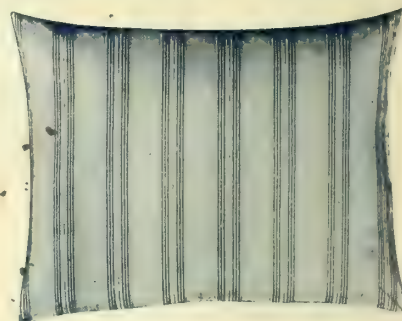
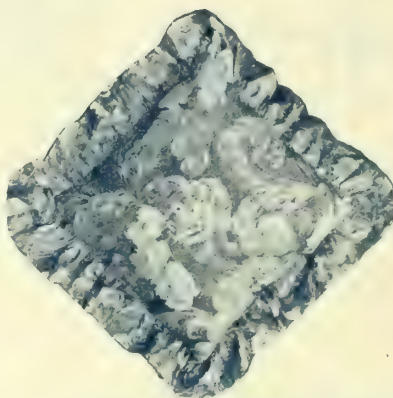
FOR SALE by all the leading wholesale dealers.

Selling Agent

W. B. STEWART

27 Front Street West TORONTO.

Swell Goods for Christmas Trade



**SPECIAL LINES IN SILK AND SATIN DOWN QUILTS,
ELEGANT DESIGNS.**

Large assortment of Fancy Cushions, all ready made, in Sateen, Silk and Satin. Besides a beautiful range of Fancy Japanese Silk Covers, 22 x 22, which we will sell filled or unfilled as desired.

This is an opportunity you cannot afford to miss, so order early.

CANADA FIBRE CO., Limited, 582 William Street, MONTREAL

Manufacturers of "PERFECTION BRAND" COMFORTERS, CUSHIONS, PILLOWS AND COSIES.

W. TAYLOR BAILEY



Upholstery Supplies,
Drapery Fabrics and
Brass Goods,
Window Shades.

Our Window Shade Factory is now past the experimental stage, and we guarantee our make to be all AI goods.

In Upholstery Goods our long connection with the old firm of PETER SCHNEIDERS, SONS & CO., New York, keeps our stock full up with the latest designs and colorings.

27 & 29 Victoria Square, Montreal.

To Have a Good Healthy Carpet Trade You Must be Prepared to Satisfy the Tastes of Your Customers.

YOU CAN ATTAIN THIS OBJECT BY HANDLING
OUR LINES OF CARPETS.

In appearance, attractiveness, richness, durability and value, they cannot be surpassed. We can best prove this statement by sending you samples and prices, which will be mailed for the asking. We have all the necessary requisites for supplying and satisfying your demands.

BRUSSELS AND WILTONS are of the finest quality—novel and splendid trade winners. 3, 4 and 5-Frame; Stairs to match.

INGRAINS—2 and 3-Ply—Standard Grades.

ART SQUARES—3 and 4 Yards Wide—all lengths.

PROMPT ATTENTION TO ALL ORDERS AND INQUIRIES.

The
❁

GUELPH CARPET MILLS CO.

GUELPH, ONTARIO.

LIMITED

CARPETS AND CURTAINS—Continued.

yet made their next season's announcements. A prominent distributor, speaking of the situation, said: "Last season, when the New England manufacturers were selling at 52½c., the Philadelphian makers made a 50 cent price, and, although nothing has been done as yet, it is very probable that, with jobbers quoting 50c., the Philadelphian mills will ask from 45 to 47½c. for extra supers.

The Philadelphian mills making ingrain have been idle for some time, the demand not having been sufficient to keep the looms in operation steadily.

GOODS THAT HAVE BECOME STANDARDS.

It would be difficult to find an enterprising dry goods and furnishing establishment that does not carry more or less stock of upholstery goods, such as curtains, portieres, furniture coverings, draperies, table spreads, lace curtains, etc. These goods are made of materials all the way from silk to chenille, and are a class of goods that affords the retailer large profits. There have been many wholesalers of these goods in Canada, but always of a limited extent until Geo. H. Hees, Son & Co. established a plant at Valleyfield and began their manufacture. They are not only extensive manufacturers of these goods, but also large importers of such lines as would not pay to manufacture for so limited a country as ours. Hees, Son & Co. have 12 travelers on the road, who cover all points of Canada, and we are doing the trade a favor by recommending this firm for their patronage.

The Kidderminster Shuttle says that in axminsters drawing-room patterns in light grounds are the favorites, although there is demand for both smaller set patterns and large scroll patterns for dining-rooms.



Knowing that our "GLORIA" SHETLAND FLOSS is infinitely superior to every imitation, we have resolved to distribute some 3,000 pounds in Cream White only, for advertising purposes, at a figure enabling you to retail it at 5 CENTS A HANK.

Price per bale of 60 Hanks, \$2 40 net
ONLY WHILE IT LASTS.

MENTION ADVT.

F. ROBERTSON & CO.
20 Front St. W.,
Toronto.

There Are No Wools
Like The "Gloria."

A DRY GOODS FAILURE.

Mr. F. Joseph Pelletier, dry goods dealer, Montreal, has assigned, at the instance of Messrs. Thibaudeau Bros. & Co., with liabilities to the amount of \$15,000. The chief creditors are: Gilbert Gagnon, \$5,859; Thibaudeau, Bros. & Co., \$2,412; S. Greenshields, Son & Co., \$2,000; W. R. Brock & Co., \$1,518; Gault Brothers & Co., \$1,090.

CHRISTMAS HANDKERCHIEFS.

For the holidays, Brophy, Cains & Co. have just put into stock a line of children's and ladies' hemmed and hemstitched handkerchiefs, put up in ¼ and ½ dozens, in fancy boxes, to retail at from 15 to 75c. per box. The boxes are all exclusive designs, and very dainty, and the handkerchiefs are distinctly better quality than are usually put up this way. Those who have not already bought these goods are invited to write for samples.

CHRISTMAS PRESENTS.

Brophy, Cains & Co. have just opened up a new range of Swiss embroidered goods, including mats, 12 to 24 inch, put up singly and in sets, to retail at from 5 to 75c; table covers, to sell at from 50c. to \$2; shams, bureau and washstand covers, singly and in sets, at all prices. All suitable for Christmas trade. These goods have not been shown by the travelers, except in one or two instances, as no samples were obtainable, but are all exclusive designs and the best value yet shown. In writing for samples some idea should be given of prices required, the assortment being too large to sample otherwise.



Design A.

**DORCAS
THIMBLES**

(Horner's Patent)



Design B.

STERLING SILVER

Having an intermediate lining of steel are almost impenetrable and of unequalled durability, rendering them

**The Most Popular
Thimbles of the Day.**



Design G.

Canadian Agent

H. PEARCE

14
Place D'Armes
Square,

MONTREAL.



Design K.

THE WATSON, FOSTER CO'S

1900-1901 LINE

IS STILL COMPLETE

IN EVERY GRADE, STYLE AND EFFECT
NECESSARY TO A WELL APPOINTED

WALL PAPER BUSINESS.

NO COMPETITION, DOMESTIC OR FOREIGN,
HAS THIS SEASON INFLUENCED OUR ABILITY
TO MEET THE MOST EXACTING DEMAND IN
ALL THAT IS GOOD IN APPLIED ART AND
DECORATIVE EFFECT IN WALL PAPERS.

OUR GOODS RETURN A PROFIT WHEN SOLD
AND CONTINUE AN ADVERTISEMENT WHEN
HUNG.

THEY HAVE MADE OUR BUSINESS A SUCCESS.
THEY WILL MAKE YOURS.

THE WATSON, FOSTER CO.
LIMITED,
MONTREAL.

Montreal Wholesale Trade.

THE advent of the cold weather has done much to brighten trade during the latter half of the month. Pressed by actual need of goods, dealers throughout the country have not been able to defer all purchases until the first few weeks in December, when Spring dating can be secured, but have been compelled to come upon the market to make many good-sized sorting orders. A good trade in Christmas goods is anticipated for the first few days in December, and then comes stock-taking. Travelers have been busy during the last month taking orders for Spring, and they report the tone of the trade to be healthy and the outlook bright. No one is now looking for a decline in prices in any line. Cottons and linens are more likely to advance.

THE GAULT BROTHERS CO., LIMITED.

The print department of The Gault Brothers Co., Limited, is as usual to the front. Their stock comprises one of the choicest selections of the latest novelties in English, Scotch and American manufacture, with a full line of Canadian goods. Harvest and foulard blues are two of the leading shades and are already largely in demand. Some particularly good lines in printed spots and figured muslins are also shown. For immediate delivery this firm have some special numbers in art muslins and cretonnes. A few drives are being made at the moment.

In dress goods they have some particularly attractive lines in "Tiger Brand" black goods. The Ziska cloth is a big seller for the skirt trade. Some extra values are being given in wool Henley serges, 46 and 48 in. wide, from 30c. up. There is a great run on embroidered flannels for blouses. For the best dress trade cheviots are among the most fashionable. Plain estamene cloths are also in demand. Colored and black cashmere are also shown in special lines.

In the silk department the popular taste is being met with ranges of black satins, taffetas and black peau de soie. One special line of black broches at 85c., is a "clipper." New shades in colored taffetas and tamelines make up a lovely assortment. Added to these are some specially attractive lines in fancy evening silks.

The linen department is replete with extra values in napkins, bleached and loom tablings, towels and towelings. A job line of Turkey red tablings is now offering. A nice assortment of fancy Austrian linens, suitable for the Christmas trade, is being shown.

The woollen department of this firm cabled a large repeat low twill coating order the other day and the reply was: "Advance 1 1/2c. per yard." Consequently, they warn the trade to buy while they can at present prices, as the market is stiffening again. They are receiving enormous orders for their black and blue 56-inch serge, selling in full pieces at 55c., a point worthy of note. The travelers are showing a book of beautiful samples of black costume broadcloth of the right finish.

Considering the late deliveries of carpets Spring 1900, it is worth mentioning that the Gault Brothers Co., Limited, have already received their new stock of Brussels, velvet, tapestry and hemp carpets, no pattern being shown by the

travelers that is not now in stock. They are giving their friends the benefit of close buying. The travelers have some samples of a late delivery of linoleums bought at old prices; they are going fast.

W. R. BROCK CO., LIMITED.

In silks, the W. R. Brock Co., Limited, are showing a very special line of Japanese goods, 18 and 27 inches wide, in a variety of colors. Black and colored silk velvets and satins and glaze are also in stock.

White swansdown are finding a ready sale in the trimming department. Jet gimps, pearl, steel, black and colored braids are shown in a variety of patterns. This firm have just received a full range of Ax velveteens, as well as blacks, to sell at good prices.

In cloaks, nigger-heads, beavers and Irish friezes are selling well.

The handkerchief department is now replete with Christmas novelties. These include Japanese silk-embroidered handkerchiefs, at all prices from 50c. a dozen upward. Ladies' and gentlemen's neckwear, perfumed handkerchief satchets, lace collars, embroidered handkerchiefs, gentlemen's cozy mufflers, umbrellas, antimacassars and many other holiday goods are on sale in special lines. Pillow shams, bureau and washstand covers, doilies and table covers, etc., are to be had in all the newest makes. An immense shipment of these goods has come to hand for the Christmas trade. Swiss embroidered curtain nets have just been imported from the manufacturers. The knitted woollen department has a large assortment of Winter goods.

The smallwares department is showing a nice line of purses suitable for the holiday trade. A line of perfume is also good value. Pompadour combs have been good sellers, but are yet to be had in a very large range. They are making a specialty of hose supporters and garters, while new lines of belt clasps, in steel enameled and jets, are in stock.

Underwear is a feature with the Brock Company just now. Particular attention might be directed to the wonderful values shown in women's and children's wool hosiery; all sizes and qualities are kept up throughout the season.

M. MARKUS.

M. Markus, Montreal, is showing a full range of the novelties that fashion is demanding. His lines of embroideries, laces, lace collars and lace collarettes are exquisite, and ought to be great sellers for next season's trade.

A fine range of buttons in all the fashionable styles is being shown by M. Markus, Montreal; they display up-to-date taste. Gilt buttons are, of course, the leaders; the demand for these is so great that only orders for future delivery can be accepted. An extensive range of the season's novelties is shown in conjunction with the staple samples.

M. Markus has received a new range of dress goods of Franz Schmieder's manufacture, and he is now showing fine samples of mohair and wool plaid effects in all the latest colors. Astrachans in curls and cap novelties for the fur and cap manufacturers are also in stock. He has a good line of gold braid for the coming season.

S. GREENSHIELDS, SON & CO.

S. Greenshields, Son & Co. are making a specialty of handkerchiefs for this month; mention of a special offer will be found on another page. This will likely create quite a stir among the retail trade. In ribbons a larger demand than ever

For Your Christmas Trade.

A good investment which will advertise your establishment and bring customers to your different departments.

50 doz. Handkerchiefs for \$50.⁰⁰

PROFIT \$22.00.

15 doz.	A good assortment of Hemstitched and Lace Corners, Hemstitched and Embroidered Corners, Scalloped and Embroidered Corners, Lace Edge and Embroidered Corners.	To	5 ^c	or	\$ 9.00
		Retail at	5 ^c	60c. doz.	

15 doz.	A good assortment of Hemstitched and Lace Corners, Hemstitched and Embroidered Corners, Scalloped and Embroidered Corners, Lace Edge and Embroidered Corners.	To	10 ^c	or	18.00
		Retail at	10 ^c	\$1.20 doz.	

10 doz.	A good assortment of Hemstitched and Lace Corners, Hemstitched and Embroidered Corners, Scalloped and Embroidered Corners, Lace Edge and Embroidered Corners.	To	12 ¹⁰	or	15.00
		Retail at	12 ¹⁰	\$1.50 doz.	

10 doz.	A good variety, including Scalloped and Embroidered, Hemstitched and Embroidered, Lace Edge and Embroidered.	To	25 ^c	or	30.00
		Retail at	25 ^c	\$3.00 doz.	

50 doz.					\$72.00
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Cost	-	50.00
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Profit	-	22.00
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S. GREENSHIELDS, SON & CO.

15, 17, 19 and 21 Victoria Square
and 730, 732, 734 and 736 Craig Street, Montreal

MONTREAL WHOLESALE TRADE—Continued.

is reported for velvets which go well with clunys and plain laces. Plain black and white taffetas, in narrow and medium widths, are kept in stock in anticipation of a good demand. Embroideries are shown in a full assortment, particularly galloon insertions in black and white and fine muslin.

The smallwares department is replete with up to-date goods. Patent leather belts with two or three rows of white or gold stitching are being carried. What bids fair to make a very fashionable appearance is a new grooved belt to be worn with the new corset. Honiton and Bittenburg braids are made up into trimming and are to be had at \$5 to \$12 per dozen. Ribbon ends are now in stock. Stray lock ornaments that are coming in extensively are shown in different shaped buckles from 1½ to 3 inches long. The craze for crocheting silk bags combined with cut jet beads and cut steel beads is being well met by the house. It is also carrying the frames for these bags in oxidized and French silver.

A complete assortment of holiday goods is shown in their men's furnishings department. The manager of this department has given Christmas trade special attention, and customers will find everything in the line of goods for men's wear complete here.

S. Greenshields, Son & Co. will be pleased to answer any inquiries received by mail from their many friends as to what goods they have in stock, and will send an assortment if desired.

We announce with regret the death of Mr. Geo. E. Fraser, of G. E. Fraser & Son, Picton, Ont. Deceased had for many years carried on a general dry goods and boot and shoe business and was one of Picton's most prominent business men.

TRAVELERS WITH SPRING SAMPLES.

McIntyre, Son & Co. are showing through their travelers on the road new dress goods for the Spring trade, and an immense range of fancy and printed muslins, organdies and cotton goods of every description—novelties in design and exclusive styles.

CANADIAN BLANKETS.

Canadian blankets are considered by many merchants to be better than any imported goods, and the "Saxony" brand is among the foremost in the trade. They are perfect in manufacture and handsomely finished with new border effects. Nisbet & Auld are showing a stock in all weights from 5 to 10 pounds in fine and superfine. Their superior quality places them in the rank of novelties and has led to many orders for the Christmas trade.

KNITTING MILL TO RESUME OPERATIONS.

The machinery, plant and stock of the Wentworth Knitting Company, Hamilton, have been purchased by Mr. G. B. Perry, who has been well and favorably known in business circles for a number of years. He will at once proceed to put in new machinery with a view to increasing the capacity of the mill, and has engaged an experienced man from the knitting mill centre of the United States to look after the practical end of the business. Mr. Perry has abundant capital, and his honorable and successful business reputation bespeak for him a success in this new venture, which he certainly deserves. The mill has been closed for a year, but will resume operations at once.



Giving Value to Your Stocks.

It may count as an item on paper, but that's about all the worth there is in stock that is faded, off color, or out of fashion. It means no money to you.

But it is our place to transform such goods into good salable stock.

We come to the rescue of the merchant who is burdened with unsalable dress goods, tweeds, braids, hosiery, ribbons, silks, etc. Let him send these goods here and we will dye them some fashionable or staple color—sending them back to him with all the appearance of new goods and just as salable.

We are saving thousands of dollars for the dry goods men of Canada.

R. Parker & Co.

Dyers and Finishers

Head Office and Works—787-791 Yonge St.
Montreal Branch—1958 Notre Dame St.

Toronto, Can.

Hosiery and Underwear

ARE LEADERS WITH US.

"This is the Month for Sorting."

*See Samples of our
Christmas Novelties.*

The St. Thomas Import Co.

ST. THOMAS, ONT.

Harris & Company,

LIMITED

ROCKWOOD ONT.



Ladies' Homespun Suitings,

LADIES' FRIEZE SUITINGS

FRIEZE OVERCOATINGS

YARNS

Sole Agents *DIGNUM & MONYPENNY,*

27 Melinda Street, Toronto

DEBENHAM & FREEBODY

LONDON—15 and 18 St. Paul's Churchyard and Welbeck St. W.

PARIS—115 Rue Reamur.

BRUSSELS—18 Rue des Boiteux.

NEW YORK—111 Fifth Avenue.

MELBOURNE—236 Flinders Avenue.

SYDNEY—422 George St.

TORONTO—45 Yonge Street.

Silks, Velvets, Ribbons, High-Class Dress Fabrics

STOCK CARRIED IN TORONTO of the following lines, which are offered to

Buyers at quotations equal to Direct Importation:

BLACK AND COLORED TAFFETA SILKS.

BLACK AND COLORED SATINS.

PEAU DE SOIES, MASCOTS, LUMINEUX, DUCHESS.

BLACK AND COLORED SILK VELVETS, FRENCH LACES.

SATIN AND FAILLE RIBBONS, BLACK AND COLORED.

RIBBON VELVETS, BLACK AND COLORED.

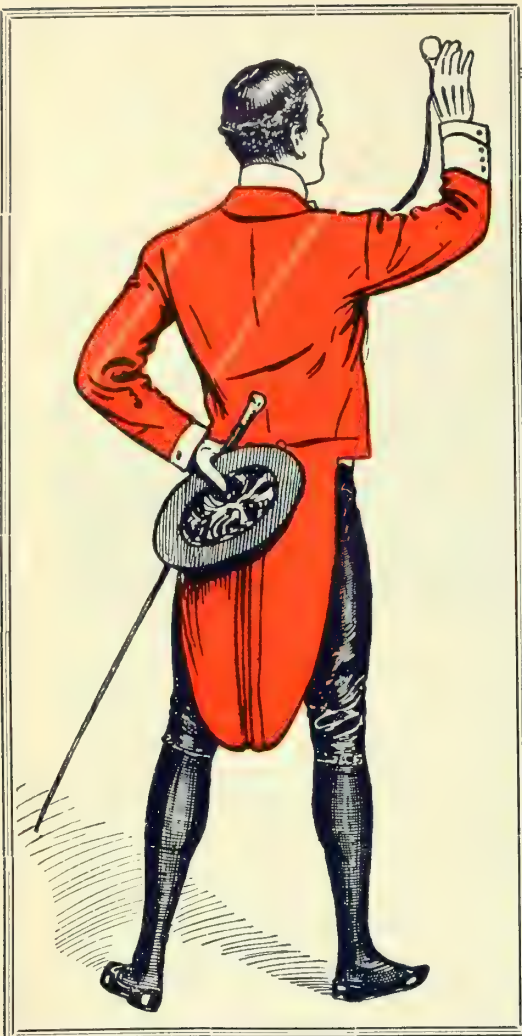
CHIFFONS, Black, White, Cream, and Colored,

MALINE NETS, Black, White, and Colored, etc.

DURING DECEMBER our Representatives will be out with Samples for import orders in all The Latest High-Class Novelties in Silks and Dress Fabrics.

Stapleton Caldecott, Resident Manager, 45 Yonge Street, Toronto.

Men's Furnishings.



THE trade during the month of November has been fairly brisk, not only on the regular lines, but on many Christmas goods. The heaviest garments are now showing and some of the goods, which, until the very cold weather arrived, were experiencing a good sale, have dropped off greatly.

Some of the largest men's furnishers are

looking forward to the Christmas trade as one of the largest for years, and are making preparations accordingly.

THE TIES showing now are, with few exceptions, red and green, in plain or stripes. The batwing, which has enjoyed such popularity, has now disappeared, and the four-in-hands and flowing ends are likely to be the principal sellers for the Christmas trade. The stripes generally run diagonally. The green backgrounds with red or white stripes or figures are very popular.

Another seller is the bright red tie. It cannot be too bright or flashy. A number of light plaids are shown, which will probably go well for the holiday trade.

COLORS SHIRTS are still being bought more than white. All kinds of stripes are shown, including a new thin stripe, in black or dark blue, which promises to be a leading article for the Spring. Open-front white shirts are worn a good deal more than those opening at the back. There has been a large run on dress shirts during November. These are shown to good advantage in many windows in combination with black satin shirt-front shields.

Although the HIGH TURN-DOWN COLLAR is still in the lead, there has been a noticeable increase in the sale of the ordinary stand-up collar, which is a thoroughly up-to-date article, and preferred by many good dressers to the other. One of its advantages is that any kind of tie may be worn with it, and, with the disappearance of the batwing, the wear-

ing of the high turn-down collar has been somewhat diminished. There is very little sale, however, in the cities at least, for the stand-up collar with turn-down points.

In UNDERWEAR, owing to the sudden change in the weather, there has been an exceedingly large trade done. The natural colors sell the best, in fleece-lined and all-wool garments. Fancy colored goods are not going as well as last month, and some dealers say that indications are that for the Winter trade they will not be much in demand.

The trade in UNLINED GLOVES during the Fall has not been a very heavy one. The change from warm to very cold weather came so quickly that the first gloves bought were for Winter wear. Lined gloves of all kinds are going well. The reindeer variety with squirrel fur lining is looked upon with favor for the Christmas trade.

MUFFLERS are showing and selling in all colors and patterns. Dark colors, of course, prevail, and of these the polka dot patterns are selling best.

A good deal of COLORED HOSIERY is being shown in city windows, but reports say that the only color that is selling at all well, in comparison with black, is heather. Woollen and heavy cashmere make up the bulk of the sales. All ribbed goods sell well.

Among the articles that will take well for the Christmas trade are FANCY BRACES. These are all in light-colored patterns, with a silk thread finish, and strongly made.

Umbrellas, according to prominent men's furnishers, are also a valuable line for this season. They are often given as Christmas presents, and, when an attractive line is selected, no difficulty is experienced in getting rid of them.

Another is fancy vests in cloth, with a silk mixture. These are now worn a good deal more than the corduroy vests, and the patterns are very pretty. Woollen dressing gowns, and smoking jackets, in brocade, wool, and velvet, all colors, are thought well of for the Christmas trade. White silk handkerchiefs are also in demand.

In LEATHER GOODS, purses are by far the best sellers. There is a good sale for manicure sets. A number of fancy articles in leather are also being bought well.

Collar Styles and Tie Trade.

American dealers are suggesting that the manufacturers of neckwear should have a friendly meeting with the collar manufacturers in order to induce them to introduce styles of collars that will allow larger scarves to be worn. At present there is no sale for anything but ties, as these go with the high turn-down collar, which is being so much worn, better than the large

CAULFEILD, HENDERSON & BURNS

17 and 19 Front St. West, Toronto.

C. H. & B. Sorting Trade

Our Stock is Replete With the Following Lines:

Fleeced-Lined Underwear.

Striped, Plain and Natural Wool Underwear.

Wool and Cashmere Half-Hose.

Men's and Boys' Wool Gloves and Mitts.

Unlined and Lined Kid and Mocha Gloves.

**LETTER
ORDERS**Promptly
Attended
To.Large assortment of Mufflers,
Silk Handkerchiefs, Umbrellas
and Smoking Jackets for . . .**Xmas Trade****The Empire Manufacturing Co.**

Limited.

Manufacturers of High-Grade Shirts, Collars and Cuffs. and Boys' Blouses.

646 Craig Street, MONTREAL.

Our lines of

SHIRTS

— FOR —

SPRING 1901

are not excelled in style or finish, either in this country or the United States, and must be seen to be appreciated. Give our travellers a look over our goods and you will be convinced. We also have a full line of sorting goods for immediate delivery at rock bottom prices.

MAIL ORDERS CAREFULLY FILLED.

OMNIA VINCIT LABOR

**TRADE MARK
REGISTERED**

MEN'S FURNISHINGS—Continued.

carves, on which, however, there is more profit for the retailers. It is to be hoped this spreads to Canada, where the sale of high turn-down collars has prevented dealers from getting rid of their stock of other shapes, as well as making the sale of large scarf ties much smaller.

A New Muffler.

A novelty in mufflers is being placed on the market this Winter under the name, "Way's Muffler." It is a complete break away from other styles. Most mufflers are put on over the head and open at the front; this one is open at the back so that it is put on from the front and fastens at the back with clasps. When on it gives the appearance of a sweater. It is simply a 3 in. collar band with chest protector attached. It is all knitted wool. It comes in two prices, \$4.50 and \$6. The cheaper grade is to be had in two colors, navy and maroon; and the higher, in green, black and navy. The W. R. Brock Company, Limited, are handling them.

Buying an Attractive Stock.

The men's furnisher who wishes to catch the trade of the natty young men about town must stock lines that are exclusive to a degree, to the class of goods that are to be found in the men's furnishing department of the average dry goods store. The window display forms no small part of the success of this particular business and care should be taken to secure a few striking and up-to-date lines in nobby neckwear, fancy striped or silk embroidered half-hose, fancy underwear, etc., to be displayed on the window fixtures. Tooke Bros., Limited, are one of the few wholesale dealers that make a specialty of men's furnishings. The range of samples their travelers are now out with for Spring comprises many novelties in striped, mercerized, and silk underwear, fancy striped and embroidered Lisle thread and cashmere half-hose, leather belts, golf hose, etc. Tooke Bros., Limited, control many of the lines for Canada that they offer to the trade. Tooke Bros., Limited, send their buyers to the markets in Europe and the United States twice yearly, and have the advantage of being right on the spot to pick up novelties which they submit to the trade very often months before their competitors.

A Mere Living.

Quite a number of theories have been, and are often advanced as to the number of times a retailer should turn over his stock during the year to make satisfactory results. One theory much in favor is that stocks should be turned over five times in a year; but this is a dream that is only realized by a very few English furnishers at the present time, if, indeed, by any. Here, for instance, are the figures given by a retailer doing quite an average trade. His stock is worth £700. Takings, £30 weekly. This means that the stock is only turned over a little more than twice. This same retailer stated that he found it impossible to make more than about 20 per cent. gross profit on his turnover. This sort of thing does not represent the retail furnishing business as the very profitable investment many imagine it to be. It worked out like this: The rent of the shop was £40; add to this assistants' wages, £75; rates and taxes, £13; shop expenses—lighting, paper, depreciation, and other incidentals—estimated at £75; and there is only £109 left for the retailer to pay himself. Just a mere living, and no more than he would get to act as manager for anyone else.—English Paper.

The Outlook In Shirts.

The outlook for colored shirts for the coming season of 1901 promises to be larger and more successful than any in the history of shirt manufacturing in this country. Already some of the factories are being pushed to their utmost to keep pace with the orders which are being sent in by travelers who have been submitting samples for the past few weeks. Tooke Brothers, Limited, report a most successful season to date and they are preparing to meet the usual heavy demand for goods for immediate delivery which always springs up after January 1. Patterns are running on somewhat similar lines to those of last season, combinations of blues being in most demand.

The experience of the trade generally in the past has been that patterns not too extreme and not too light in colorings are the best sellers, and, consequently, are the most satisfactory to carry in stock. The high colored and extreme patterns, which have been shown by American manufacturers for the past two seasons, are not desirable for this market, and should be handled with extreme care. Ox-bloods are coming in for their share of comment, and a window dressed with shirts of this shade would always be a trade-maker, provided there is a enough outlet for a novelty of this kind to enable a merchant to purchase enough to make a display of this kind. Pinks are in very little demand and helio and green are being taken up after the needs of blues and ox-bloods are supplied.

Short bosom colored shirts have taken a strong hold on the trade, and have almost completely shut out the large bosom, which, a short time ago, was looked upon as being right. Tooke Brothers, Limited, introduced the short bosom, open back and front shirt to the trade last season, and it at once became a success, and since that time the demand has increased until to-day it is the popular everyday business shirt. It is a commonsense bosom, and once worn the large bosom becomes a thing of the past.

Cuff-attached shirts are having a larger demand than in former seasons. They set more naturally on the wrist than separate cuffs, and have other advantages which are appreciated by men who wear them.

The soft front negligee shirt will, no doubt, be the most suitable for Summer wear during the coming season, as it has been in the past. The cloths which give the best satisfaction and are most serviceable are, no doubt, the Scotch madras and the new "Vigoral" Oxfords. The latter material is a new fabric which is being manufactured specially for Tooke Brothers, Limited, and has proved the most valuable addition to their range of materials that they have ever had. For values, designs and sightliness it is certainly the best that has been placed on this market, and is sure to prove a valuable addition to the leading shirt stocks.

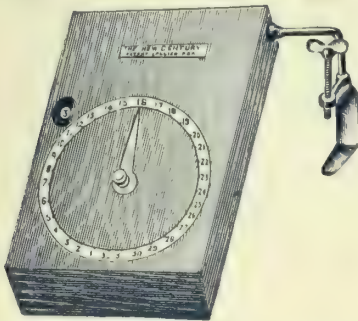
Buying white shirts ahead has, to a certain extent, become a thing of the past and stocks are now usually sorted from week to week. But, for the coming season, all merchants who are looking to their own welfare, and who desire to give their customers as good value next season as they are giving at the present time, would do well to place their orders in advance, as it is almost certain that either prices will have to be advanced or values reduced before the season is over. Manufacturers are filling orders from cottons that were purchased when prices were lower than they are to-day, and some

Dominion Suspender Co
Niagara Falls
Makers of Trade D Mark Suspenders
Guaranteed

Niagara Neckwear Co Limited
Niagara Falls

Makers of American Styles
Of Neckwear

... Have You Seen "The New Century" Stock
 "The New Century" Taking Measurer?



These indispensable little Stock Takers are being shipped to all parts of the Dominion.

MODERN STOREKEEPERS NEED IT—THAT MEANS YOU.

\$5.00 THE PRICE.

One-third the time to do the work. No mistakes. No anxiety.

Write for circulars about it.

THE NEW CENTURY MFG. CO., BRANTFORD, ONT.

THE MERCHANTS MERCANTILE CO.

260 St. James St., Montreal.

MERCANTILE REPORTS AND COLLECTIONS.

Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims
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If you Want to Learn Anything About Advertising,
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HOTELS FOR COMMERCIAL MEN.

Halifax, N. S.	Halifax Hotel
" "	Queen Hotel
Montreal	Windsor
"	St. Lawrence Hall
Quebec	Chateau Frontenac
"	Hotel Victoria
St. John, N. B.	Hotel Victoria
" "	Royal Hotel
Sherbrooke, Que.	Sherbrooke House
"	Walker House
Winnipeg	Leland
"	Winnipeg Hotel

MEN'S FURNISHINGS—Continued.

of the manufacturers at least are getting to the end of their purchases, and, as cottons will no doubt remain as high, and may possibly go higher within the next few weeks, it is certain that the above changes will be necessary. The merchant who places his orders for white shirts now has all the advantage over the manufacturer, as he will be able to give his customers this season's values, whereas his neighbor who will buy only when he must will be paying considerably more for the same goods.

A New York furnisher's paper says: "Two features that were for a long period confined to the white shirt—short-length bosom and coat-model cut—are now successful forms of construction in the fancies."

We are informed by Tooke Brothers, Limited, that their stock of white shirts in all prices is now complete, in all sizes, in cuffs or bands, and they are prepared to fill orders on their receipt.

Answer Inquiries Promptly.

In the window of one of the prominent stores of a Canadian city were recently displayed some shoes. There was a sign in the window saying that the shoes were comfortable and not high-priced. A gentleman walked into the store and a youth near the door referred him to the shoe department about half a block back. As the inquirer simply desired to know the price, he walked out of the store. It would have been best to have given the price on the ticket or else to have instructed the clerks about the prices.

The Canadian manufacturers of men's furnishings are phenomenally busy just now. A representative of THE DRY GOODS REVIEW called upon the head of Gault Brothers' factory, Montreal, and was asked "not to say anything about our goods, for we are sold months ahead."

Seen in Dealers' Windows. Fine black cashmere socks, 25c. per pair.
Fine Shetland wool underwear, 50c. per garment.

Wool-lined dogskin gloves, 65c. per pair.
White kid gloves, 35c. per pair, or three pairs for \$1.
English buckskin gloves, unlined, 95c. per pair.
Undressed kid gloves, silk lined, \$1.25 per pair.
Full dress shirts, \$1.
Latest colored shirts, \$1.

A Chat on Neckwear.

The neckwear business in Canada has been brisk this Autumn and retail dealers are looking forward to a large holiday trade. One very noticeable feature is the decreasing demand for 25c. ties and the large proportion of 50 and 75c. ties which are being handed over the counter. The manufacturers are busy and are now showing what are strictly their Christmas silks.

Chatting with a well-informed man on this subject THE REVIEW learned that striped silks are shown largely and are easily the favorites, but buyers are ordering freely from "all-over" and "set" figures. Some of the most effective and taking styles are the following:

Neat grey grounds, with stripes of bright colors, raised up with black and white and spaced from three to six inches apart.

Surah and baratheas grounds with large stripes well spaced.

Surah grounds, in black, navy, royal, garnet and hunter green—with "set" figures in another tone of the same color.

This effect also, with a large check over it, of white, sky, scarlet or green.

Oriental effects, in large stripes; in "set" figures, well spaced on self grounds; and also in "all-over" figures.

Black and white checked grounds, of a loose matte weave, with figures spaced at about two inches, in white, yale, cardinal, purple and light green.

Shapes.

The flowing-end shape is selling most freely over the counter to-day, and there is no indication of it becoming any less popular. The narrow derby also has had a good run, but, along with the batwing strings, has now fallen off largely, while graduates, a little narrower than those shown this time last year, are selling steadily.

Puffs have been edging into prominence for the last three months, and, while the demand for them has not been great, they are asked for more each day and will undoubtedly be large sellers during the Christmas and Winter seasons. The style, which has been most favorably handled this Autumn, has a liberal apron, with wide shoulders, but tapering off to a narrower head, suitable to be worn with the high turndown collar.

Bows are selling well, exact imitations of the batwing string being the most popular.

Faced mufflers are as much in demand as ever, but the orders placed with the manufacturers are confined largely to the bias shapes, which are very effective in the large striped silks which predominate this Autumn.

Knots have not had as large a sale as was expected, but there has been a moderate sale for "smart" shapes. These, however, on account of the large striped silks, are wanted on the bias. One of the most effective shapes shown this season is on the bias, with diagonal pointed aprons and an exact imitation of a neatly tied graduate. Flowing-end knots have also sold well.

As to Men's Collars.

There is nothing new to mention just now, says The Clothier and Furnisher, as to collars, but they do say that a radical departure from current styles is in preparation, something that is being concealed from the brethren of the craft lest they yield unto temptation and snatch a surreptitious bite from the apple before its owner shall have partaken of its ripened sweetness.

So we must wait. Meanwhile, the new cut deepbander with straight points is pushing along most prosperously. The boys have taken to it kindly, though few of them reflect that a straight-pointer and a round corner—of the turndown persuasion—present similar appearances to the eye of the beholder when worn in association with a bat-wing tie. Bent points and pokes are all right in the stander division; and, of course, straightstanders and overlappers are in demand for dress wear—and for day wear if a man so elects.

What of Men's Shirt Waists?

Even in New York there is doubt whether men's shirts waists can develop into a trade. The Haberdasher says: "That a garment can be made in the nature of a shirt, which will have less the appearance of one by finishing the back, for instance, with two or four plaits, running from the shoulder down, and which can be worn in places and surroundings where at present a gentleman would not appear in shirt sleeves, is likely, but it is doubtful that they can ever become as popular with men as they are with women for many reasons." The

On Pleasing The Customer.

The keynote in the Northway Garment success is that it pleases the retailer's customer—brings her back—brings in her friends—makes the retailer's sales bigger each season.

The more Northway Garments the retailer stocks, the better his future sale outlook. Every Northway Garment makes a strong foundation stone for future business, because it holds its good looks when the customer is wearing it.

The garment that will look shabby the moment it is off the hands of the retailer is a dangerous element in that retailer's business. We avoid that class of goods—the result shows in the return of the customer next season.

Northway shape-keeping lies entirely in the making. Every garment is "well made, well-stayed." There is an honest putting-together, and a careful inspection. These three things interest you vitally. Your profits and your success hinge on them.

Our travellers are on the road now with Spring Garments. You may be shown other lines before ours. Better order Northway lines and take no chances with future profits.

Travellers do not reach you, write. We can do business nearly as well. We send samples on request. All that will be necessary is to write, and indicate the needs of your business. We will meet them with garments that "please the customer."

John Northway & Son, Limited
Toronto



E. & S. CURRIE.

MANUFACTURERS
OF

NOTHING
BUT

NECKTIES

EVERYTHING
IN

58
&
60

WELLINGTON ST. WEST.

TORONTO.

ONT.

SAMPLES Now on the road.



Our spring range of samples will be found very complete and interesting. Our business has so constantly and rapidly increased that we had to build new and larger premises, as shown by accompanying cut. These premises we are now occupying, and we are now able to work to much better advantage, and our numerous customers can depend upon prompt execution of their orders.

Remember, we guarantee satisfaction.



"We Fear Nae Foe."

The Berlin Button and Suspender Co.
BERLIN, CANADA.

MEN'S FURNISHINGS—Continued.

Clothier and Furnisher, also dealing with this question, says: "The man's shirt waist. Samples of this new particular in man's Summer dress are in the hands of nearly every shirt salesman on the road. Orders are coming along in a limited sort of way, and chiefly for the reason that furnishing-goods buyers are puzzled over the many different styles of model, each newly-arrived traveler having something tantalizing to show as 'the approved style in New York.' The man's waist will have to break way for itself, and next Summer will determine its success or failure. While waiting for the returns, it will be safe to claim that the popular negligee shirt will quite fill the measure of hot-weather abandon, as it shall be manifested in public by the average coatless man in the year 1901."

Notes of Men's Trade.

High banders in collars still hold their prominence, the demand latterly being for the close fitting top. Tooke Brothers, Limited, are pushing this style in both square and round corners in their "Anchor" and "Iron Frame" brands.

Straight, high-band standing collars are now in strong demand for Fall and Winter wear. The slight poke with square corners is again coming into prominence, it dividing the honors with the round corner shapes which have been so popular during the past few months.

One of the most marked novelties in neckwear silks for the Christmas trade is shown by Tooke Bros., Limited, in a range of highly colored butterflies, on self colored grounds, figured in Persian effects. They also show, on similar grounds, a range with feathers in bright colors, well spaced.

Tooke Bros., Limited, are showing a pretty little bias graduate with diagonal pointed ends. At the large end it measures $2\frac{1}{2}$ in. in width and is graduated nicely so as to form a neat little knot when tied. No. 244 at \$4 per doz.

In their No. 259, Tooke Bros., Limited, have an attractive puff. It has the appearance of a flowing end Ascot, tied, with one end brought well over, so as to give it a bias effect. It is slightly narrower in the shoulders than the shapes which have been shown during the early Fall trade.

NISBET & AULD.

A successful Christmas trade can only be secured by the introduction of novelties in every department. Dress goods and cloakings are invariably one of the leading lines with every dry goods merchant, and, by proper attention and the addition of attractive cloths, a profit-paying holiday trade is assured.

The great demand for 54 inch pure wool fabrics necessitates the showing of a good assortment of these goods in the various cloths, manufactured specially for women's wear. They are showing an exceptionally large stock of friezes, homespuns, Oxford tweeds and reversible cloths. They have a large range of shades in grey at all prices. A recent addition to the stock is a line of reversible homespuns, in good weight, with handsome check back. It will make stylish costumes and ulsters, and very serviceable skirts for wet and stormy weather. Although new on the market, it is already a good seller.

Blanket cloakings are being handled this season by more merchants than ever before, and fully 60 per cent. of them have already booked repeat orders. They are shown in cardinal, scarlet, light royal, royal, navy, silver grey, myrtle, old gold and black, in plain and checks.

SPECIALS FOR DECEMBER.

Early in this month, The W. R. Brock Co., Limited, Toronto, expect deliveries of some very important lines in their dress goods department, amongst which are included the following ranges: L505, L506, L507, L508, L509, L510, 42 in., all-wool costume tweeds to retail at 50c. A M 2, 36 38 in., all-wool and silk tartans, to retail at 50c. W D 82, 27 in. French opera flannels, to retail at 50c. These are all very special value, and large orders have already been placed for them, so that it would be advisable to give early attention to them before the choicest designs and most fashionable colorings are sold out. Genuine camels' hair costume cloths in plain black are much in demand and scarce. The Brock Company have a limited supply in an extra good quality, which is meeting with great approbation in the trade. Their range also of fancy black dress goods in the newest designs is most complete and attractive, and worthy of attention from prospective buyers.

In plain materials, such as serges, box-cloths, venetians, sedans, poplins, etc., they have in stock all makes and shades in vogue to day. These sold under their trade mark, "Victorian," which is a guarantee of value, make, finish and durability, have become greatly celebrated for their popularity.

Mr. A. Chisholm of Mahone Bay, N.S., is building a fine new store 40 x 60, which will be completed about the first of the year.

A large woollen and dress goods manufacturing firm in Leeds, England, want an agent in this country. Any active man who is acquainted with the trade in Canada would do well to look up this firm, who advertise in this issue.

A new dry goods and clothing store has been opened up in Campbellton, N.B., by Scheffer Bros. They are carrying in addition to the regular dry goods stock a line of men's furnishings and boots and shoes.

Owing to the ever-increasing volume of business of The Merchants Counter Check Book Co., Limited, Toronto, we notice by their advertisement that they have moved to larger premises at 34 Colborne street. This firm does a large counter check book business, no doubt on account of the superiority of their books. When wanting books we would advise seeing their samples.

Mr. H. B. Dawson has purchased from W. J. Clark, the dry goods business of Spera & Co., Port Arthur, and it will be continued under his management. Mr. Dawson is well-known in the town and district, having been a resident for a number of years, during which time he has held a responsible position with Matthews & Co. This has given him a large insight into the dry goods business which will stand him in good stead in his venture.

With the approach of the holiday season, every enterprising merchant will be thinking out a plan for making his store more attractive to the public. To this end probably one of the best means is to have attractive counters or showcases. The "Silent Salesman" is one of the most modern of all showcases and deserves a place in every live store. Its sale in Canada is on the increase, among the recent purchasers being such well-known drygoodsmen as L. A. Bayley, Sherbrooke, Que.; R. S. Ford, Petrolia, Ont.; J. F. Hardison, Sydney, C.B., and Playfair, Preston Co., Midland, Ont. The "Silent Salesman" is made by John Phillips & Co., Limited, Detroit, Mich.

CLEARING SALE.

Dolls, Toys, Toilet Cases, Albums, China, Games, etc.

We will clear all the above lines at great reductions during the month of December. This is our usual plan. Everything goes, and it's the price that does it. If you are looking for a snap in a Doll, a Cup and Saucer, a Toilet Case, an Album, or anything else in Christmas goods at a cut price you should come and see us. All the above lines will be cleared.

FRED & E. W. KELK

76 York Street,

Toronto.



Luxfer Prisms successfully lighting
store 100 feet long.



Ordinary glass made the store unrentable
without artificial light.

Specified
by
Architects.
Approved
by
Owners.
Appreciated
by
Tenants.

—
Form
Your
Own
Opinion.

A visit to our test rooms will furnish ample proof that these contrast pictures underestimate rather than exaggerate the lighting results of Luxfer Prisms. Write for our blank form and obtain an estimate of cost.

THE LUXFER PRISM CO., Limited

98-100 KING ST. WEST,

TORONTO.

REGISTERED



TRADE MARK

The Tailor who desires to give his customer the best that can be given, can only do so by buying cloth on the back of every yard of which is stamped the

Registered Trade Mark, as above.

This Trade Mark means that the goods are

Salt's Belwarp Cloths

and are made at the famous mills of

Sir Titus Salt, Bart., Sons & Co.
Saltaire, England Limited

where the wool is taken in its raw state, and every process thenceforth is done within these mills.

Every quality in the Belwarp Range is made of pure wool only. The dyes will last as long as the fibre of the cloth is left and will never fade. Every garment made can be guaranteed unshrinkable.

The Gault Brothers Co., Limited,
John Macdonald & Co.,

Montreal
Toronto

Clothing and Woollen Trade.

CLOTHING IN THE CHINESE ARMY.

IT may be of interest to know something about the uniforms of the Chinese regular army. They will be easily distinguished from anything worn by European troops. Celestial blue is quite appropriately, the principal color worn in the Chinese regular forces, but the Korean soldier is clad in jacket and long trousers of a purplish shade, faced with pale yellow. He wears white boots and a brownish hat with a moderate brim. The regular artillery, who are probably destined to surprise the armies of the powers, much as the Free State artillery has surprised our own gunners, wear pale blue trousers, almost like very loose football or rowing "shorts," falling to just below the knee. Dark blue stockings meet these and disappear into white shoes. The jacket is rather like a yachtsman's jersey in shape, and blue in color. Over it the artilleryman wears a sleeveless tunic of pale yellow, with a device re-sembling a Greek cross in scarlet on his chest. His accoutrements are put on over this, and for headdress an emerald green turban serves excellently.

The infantry differ considerably from the scientific corps. Instead of hanging loose, like those of the gunners, their trousers are tucked into their stockings, which have a crimson seam up the centre in front, and are worn with a tan-colored shoe. The tunic is blue, and easy fitting, edged and cuffed with crimson silk, and having a species of crimson silk pleat across the shoulders. The headdress is the ordinary dark slate-colored Chinese hat.

Officers wear very large plaited hats, falling around head and shoulders like a lady's sun-bonnet, with narrow strings of white silk, worn untied. Trousers, stockings and shoes, as in the artillery. The tunic is of celestial blue, with wide sleeves, and a curious sleeveless garment of a red-brown color is worn over it, and terminates at the waist. An oval patch of white silk, embroidered, like the excelsior banner, with a strange device, is borne in front just above the waistband. These are the chief uniforms of the Chinese regular army. I do not imagine that the Boxers possess a uniform in the strict sense of the word, but presumably they all wear gloves.—Fashion.

THE OXFORD MAKES.

Canadian tweeds, homespuns and yarns bearing the name "Oxford" have but little need of introduction or eulogy to Canadian merchants, among whom they have been standard goods for some years, or to a large number of foreign merchants, who have recognized their superior qualities and are sending orders in very freely. The Oxford Manufacturing Co., Limited, Oxford N. S., who produce these goods, have been compelled to instal extra machinery in order to keep up with the increased demand and to possess the latest and most improved machines for making the "Oxford" goods. The outlook for the Spring trade is very bright with this firm, customers stating that an especially heavy business will be done in their lightweight fabrics for ladies and gentlemen.

REMOVED TO LARGER QUARTERS.

The great increase in the business of the G. A. Thorpe Manufacturing Co., Toronto, has necessitated their having more commodious premises. Accordingly, they have moved to new and larger buildings where, in future, all their clothing

will be manufactured under the supervision of a competent foreman. The G. A. Thorpe Co. make fine ready-made clothing for men, youths, boys and children, and the success which they have achieved in the business is due to the quality of the goods they sell, and the consequent liberal patronage of the merchants of Canada.

CANADIAN TWEEDS.

The Trent Valley Woollen Mills, under the new management of Mr. Burroughs, from Yorkshire, have developed a great deal of energy, showing some nice goods for next Fall's trade. Their line of 25-cent 11 oz. Fall tweeds, made in Yorkshire style, are declared by those who have seen them to be the finest goods for the price which have ever been shown in Canada.

MR. BRODIE HAS RETIRED.

Mr. A. W. Brodie has resigned the management of the Hespeler woollen mills, and will, in future, reside in Toronto. Mr. Brodie was long connected with the woollen business of Canada. He retains his interest in the Canada Woollen Mills, Limited, and remains a director of that company. Mr. John Morley, Waterloo, assumes charge at Hespeler.

CLOTHING MANUFACTURING.

Another indication that Toronto is making giant strides towards capturing the entire trade of the better class of clothing in Canada is found in the fact that almost every concern doing business here has removed to larger premises. The latest to move is that of The Lowndes Co., Limited, who have found their present premises inadequate to supply the demand for "20th Century" brand clothing, and have equipped an additional factory on Front street west.

COMMENCING A WHOLESALE BUSINESS.

Mr. William Jackson, of Jackson Bros., Clinton, Ont., was noticed going the round of the wholesale houses in Montreal during the month. This gentleman is at the head of one of the most progressive clothing firms in Western Ontario, having its patrons all over Ontario and through Western Canada, and Mr. T. Jackson, jr., is kept busy all the year round with his samples and tapeline. But, although they are doing a large volume of business, they are not satisfied, and now they intend to branch out into a wholesale trade. Situated as they are in the centre of one of the best agricultural districts of Ontario, they ought to find ample scope to do a wholesale business in the surrounding section. THE DRY GOODS REVIEW wishes them every success in their new venture.

Louis Lazarovitz and David Goodman, both of Quebec, merchants, have formed a partnership under the name of the Canadian Clothing Co.

The firm of Stewart & Hyndman, Winnipeg, clothiers, has undergone some changes. Geo. Stewart is retiring, and his son, G. C. Stewart, and Frank Hyndman, brother of the present partner, has been taken in. In future the firm will be known as G. J. Hyndman & Co.

JOHN FISHER

SON & CO.

Cor. Victoria Square and St. James Street

MONTREAL.



WOOLLENS

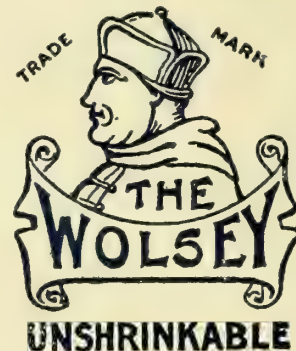
— and —

TAILORS' TRIMMINGS.

Letter Orders receive prompt attention.

101 and 103 St. Peter Street, QUEBEC.

What is the Wolsey?



Registered in Canada.

"Wolsey" is all-wool underwear, of British manufacture. Guaranteed positively unshrinkable.

TO BE PROCURED FROM THE
LEADING WHOLESALE IMPORTERS.



ADVANTAGES OF DELTA FINISH

For Woollen Underwear.

1. Delta Finished goods will not shrink. This statement is borne out by several years' experience and many testimonials.
2. Delta Finish preserves the elasticity of goods until worn out, and so is economical.
3. Delta Finish preserves the softness of the wool, and so affords great comfort to the wearer.
4. Delta Finish permits the perspiration to pass freely from the body.
5. Delta Finish allows the matters which are exuded from the skin to be thoroughly and easily washed out from the garments.
6. Delta Finish thus renders underwear garments thoroughly healthy in wear.

H. ASHWELL'S Wool Finishing Works,

NEW BASFORD, NOTTINGHAM, ENGLAND.

GREENWOOD & MOULDS

Hosiery Manufacturers

59 Gresham St.

F. Merryweather, **LONDON**
Manager.

Works: LEICESTER and LUTTERWORTH.

Hosiery of every description.

WYCLIFFE BRAND

of Ladies' and Gent's Underwear, All Wool,
Unshrinkable, has a first-class reputation.



Our export trade increases by leaps and bounds, goods must be right, instruct your buying agent to get some of the Wycliffe Brand for you.

TO THE TRADE---

In view of the large increase in our business and my inability to supply the requirements of my customers in the waterproof trade, and requiring larger capital than I have at my disposal, I have taken means to turn the firm of which, heretofore, I was sole proprietor into a Joint Stock Company with a large capital, which will make the new firm the most important one in its line in Canada. This will enable us to supply all PRESENT AND FUTURE FRIENDS with all kinds of Ladies' and Gents' Waterproof Garments, in all the latest styles, a very large assortment of patterns and extensive range in shades of cloth. The increased capacity will enable us to turn out large quantities, and we will therefore be able to execute all orders promptly.

In future the firm name will be . . .

THE BEAVER RUBBER CLOTHING COMPANY

LIMITED

of which I have the honour to be the Managing Director.

I am about to make a business trip to England, Scotland and France, and will secure all the latest styles and shades of cloths.

Our travellers will have the pleasure of calling on you after the first week in January, and we kindly ask you to wait and see our goods before placing your Spring Orders. It will pay you to do so.

Thanking you for past favors and with full confidence that you will bestow on us your future patronage, and wishing you all a Merry Christmas and Happy New Year, I remain,

Yours, very truly,

E. L. ROSENTHAL

Managing Director.

The Beaver Rubber Clothing Company, Limited

1849-51-51½ Notre Dame St., MONTREAL.

The Taxation of Merchants.

Evidence Before the Ontario Commission on the Effects of
Personally Tax and the Competition of
Departmental Stores.

Condensed for DRY GOODS REVIEW Readers.

THE Ontario Assessment Commission has been hearing evidence in Toronto on the question of taxing merchants' stocks. Leading wholesale and retail dry goods merchants were in attendance, and their views are of interest to merchants all over Canada.

UNFAIR TO WHOLESALE DRY GOODS TRADE.

Complaints were made of the system of taxation in Toronto, which, compared with the methods in vogue in Montreal and Winnipeg, was unjust. It was pointed out that a merchant in Montreal, carrying \$1,000,000 worth of stock, if he occupied a building subject to a rental of \$4,000, would pay a tax of \$300 a year, based on this rental. If the same man located in Toronto, under the law as it exists to-day, with the municipal right to tax 20 mills on the dollar, his taxes would be \$20,000 a year. In Winnipeg they levied a tax on warehouses of 3c. per square foot of warehouse occupied, of 10 per cent. on manufacturers' rentals and 8½ on the rental of stores. The result was that dozens of mercantile warehouses had been established there that could not have been started but for that law. In Montreal there was a 7½ per cent. tax on the rental value of stores.

Mr. Stapleton Caldecott said that the idea of municipal taxation of personalty was unknown in Great Britain; it came entirely from the United States. He pointed out how unfair it was, that, say, three men with equal frontage of 50 feet on Yonge street, with \$20,000, \$10,000 and \$5,000 respectively invested, should be taxed \$400, \$200 and \$100 for exactly the same protection and the same opportunity for doing business.

Mr. W. R. Brock, M.P., said that the decline in the number of wholesale dry goods houses in Toronto was due to the competition of Montreal, and his firm had found it desirable to have a wholesale house there.

WOULD FAVOR HONEST TRADERS.

Mr. Cockshutt, Brantford, pointed out that in small cities and towns the assessment returns were sometimes loaded up the other way, and, sometimes, merchants, to keep up their credit, paid taxes on \$10,000 or \$12,000 when they had less than nothing. A tax on rental values would be putting a premium not on dishonesty but on honesty.

COMPLAINTS AGAINST DEPARTMENTAL STORES.

The president and secretary of the Retail Merchants' Association presented the views of retailers with special reference to city departmentals. The personalty tax was pronounced unfair. They favored a business tax on rental values not higher than 5 per cent. With this should go a graded license for departmental stores, according to the number of lines carried. The new Prussian law, given in the November issue of THE DRY GOODS REVIEW, was pointed to as an example of this. Complaints were made of low wages and misleading advertisements as contributing to the success of departmental stores.

DEFENCE OF BIG STORES.

The president of The Robert Simpson Co., H. H. Fudger, defended the departmentals. They opposed special legislation. Most retailers carried a number of lines. Departmental stores were not trusts or monopolies. They gave the consumers cheap goods, from 3 to 6 per cent. over the cost of pro-

duction plus the transportation charges. They shortened the hours of labor, and, by having one price, contributed to honest methods in trade.

THE RETAILERS' DEMAND.

The president of the Retailers' Association said: "We ask the commission to recommend to the Government an optional law. We are not here simply as retailers of Toronto. We are here representing the retail merchants of Ontario. We are here asking for an optional law in order to protect outside merchants as well as our own. If we get that law, and the citizens of Toronto think it is not wise to put it into force, well and good, but we want that, because we think the interests of the Province would be protected thereby. The optional law I spoke of is the law of Prussia."

A COMBINED TAX PROPOSED.

Mr. Hugh Blain suggested a combined tax on rental values and income, which seemed to meet with general approval. He agreed that the present system was unfair, as one merchant was taxed out of all proportion to the tax on other and less honest merchants. A tax should be adopted combining the principles of a tax on rentals and a tax on income. The present law imposed on business men a condition of things that they could hardly live up to.

A TAX ON BRAINS.

Mr. James D. Allan said that it would be interesting to know what hand the municipality had in making a man's income. The income was in no sense a return for services rendered; it was a matter of the man's ability, and was out of the province of the municipality to tax. The only correct principle of civic taxation was upon the basis of services rendered. It was forgotten apparently that there was nothing antagonistic between the wholesale and retail trades. The wholesale and manufacturing trade of a city was what created the city. That trade had the whole world as competitors, and the success of that trade outside was a measure of the business success of the city. Mr. Allan referred to the introduction of the rental value tax in New Zealand, in succession to the personalty tax. In New Zealand they had the same fears that had been expressed here, that there would not be sufficient revenue from the new tax, but in three years these fears had been entirely allayed by the practical working of the system. He took it that it was not the business of the assessment department of any city to make itself the arbiter of what the people, who were its virtual employers, should pay. Merchants, wholesale or retail, would not object to any system of municipal taxation that was equitable, and the stand they had taken was that something must be arrived at that was more fair, more equitable than the present inquisitorial system, which did not in the first place live up to the terms of the law. Mr. Allan said that the establishment of the rental value tax in New Zealand had led to a return of business.

A LAWYER DEFENDS BIG STORES.

Mr. J. J. Maclaren, Q.C., spoke up for departmental stores. His argument, summarized, was to this effect: That the graded tax was objectionable, and that the Prussian laws, which were paternal in their nature, should not be imitated in Canada; that the principle of taxing the turnover was bad; that a large part of the business of these stores was in mail orders; that, while they had injured to some extent the Toronto and outside country retail trade, the Toronto merchants had suffered more from the boom; the number of vacant retail stores in Toronto had declined from 758 in 1895 to 316 in 1900. The departmental stores were satisfied with the present system, but they were not wedded to it. All they asked was that there should be a fair principle. They knew of no reason why they should be discriminated against. One of these stores was to day assessed on \$435,000 realty and \$450,000 personalty, so that, at this year's tax rate, it would have to pay \$17,000 tax, so it did not look as if they now escaped taxation, when Mr. Brock's tax was only \$3,600. Personally, he thought the Montreal system the most equitable.

The bulk of the evidence submitted to the commission condemns the personalty tax on merchants, and Mr. James D. Allan pointed out that the verdict of taxation commissions in the United States was to the same effect.

M. SAXE & SONS

❁ ❁ MONTREAL ❁ ❁

When our traveller calls on you, look through his spring samples. Style and get up, as well as lowness in price, will astonish you.

We are showing for next Spring, a range of men's all-wool Tweed Suits at \$5. Such value has never been seen in the history of the Clothing trade. Our black and navy blue crossbred serge suit at \$5.00 is of good, solid weight, all wool, AI linings, Coat French Faced, Dust Pockets, and all other improvements in the general get up.

Remember, the price is only \$5 00 for men's sizes, from 36 to 44. Smaller sizes in proportion.

If our traveller does not call on you, drop us a postal, and we will have him call, or we will send you samples, freight prepaid. It is to your interest to see our samples for next Spring before buying. From our lowest lines to our highest all are Money-Makers.

M. Saxe & Sons

Wholesale Clothing
Manufacturers . . .

Cor. Lemolne and St. Peter Sts.,

— MONTREAL.

Toronto Wholesale Trade.

JOHN MACDONALD & CO.

IN the carpet department of John Macdonald & Co. there will be shown during the first week in December a well-assorted stock of mats and rugs for Christmas trade; also a full line of sash goods, curtain muslins, curtainettes, lace curtains and a nice assortment of fine quality Marseilles quilts in white, and colors embroidered on white. A line of table covers and piano drapes and scarves is noteworthy. A special in tapestry covering is clearing out much under regular.

In woollens the stock of overcoatings is still very complete in the newest things—oxford greys, blacks and blues and meltons, beavers and llama cloths.

They show several special lines in fancy worsted trousers and also in black Italian cloths. In ladies' costume cloths a large variety in homespun, venetians and covert cloths and friezes is shown. They have a few hundred pieces of 3-4 Canadian tweeds at a very low price.

For December 1 delivery the men's furnishing department shows a nice range of neckwear—flowing ends, derbies, deveres, bows, knots and a special line of narrow derby for the standup-turndown collar.

A special range of umbrellas for Christmas trade, and silk Japanese handkerchiefs, plain and initial, to retail for 25c. and up, and also a line of ladies' fancy handkerchiefs, are things to note.

This firm's range of French opera flannels is still very good, notably in plains, spots and stripes, both light and dark grounds.

In silks, for evening wear, John Macdonald & Co. carry a full range of colored taffetta, white taffetta, white brocades, Japanese silks, in 21 in. and 27 in., all colors, and a great variety of fancy silks for blouse purposes. Black taffetas from 50 to 90c. are shown.

In the dress goods department, owing to stock-taking, a number of tables of stuff are shown, comprising plain cloths, tweed effects, zibelines, and fancies to be cleared out. A full range of silk and satin ribbons for the Christmas trade is shown in all colors.

THE W. R. BROCK CO., LIMITED, TORONTO.

Some very exceptional values are to be seen in the carpet and housefurnishing department of The W. R. Brock Co., Limited, Toronto, in the way of Nottingham and Swiss lace curtains, chenille and tapestry curtains and table covers, and tapestry, brussels and axminster carpets. These are always in good demand during the month of December and prospective buyers will do well to have a look.

There is always a demand about Christmas time for fancy linens. The W. R. Brock Co., Limited, Toronto, are showing a very extensive range of new and desirable goods for this trade, contracted for previous to the heavy advance in price. A notable feature is their large assortment of handsome damask towels, with art borders, and a great variety of doylies, napkins, tray cloths, 5 o'clock tea cloths, and side-board cloths, all to match, and in the newest designs and makes. A table of fancy linens is always an attraction during the holiday season, productive of safe, profitable business.

This firm are offering special attractions in their silk department, both in the way of plain and fancy goods, but

draw particular attention to some exclusive goods for evening gowns and blouses. They have in stock a full range of their M 4, 24-in. Victorian velveteen, which they claim is the best value in the trade to retail at 50c.

For Christmas gifts, fancy handkerchiefs, ladies' and gentlemen's neckwear, fancy knitted goods, umbrellas, warm hosiery and gloves are among the articles shown. This year their range of lace-trimmed, embroidered, colored-bordered, picture, hemstitched, brocaded and Japanese silk handkerchiefs is more attractive than usual. In neckwear they opened out December 1 a fine assortment of the latest novelties at popular prices, which, with the stock on hand (which they are jobbing to provide popular lines for the bargain counters) makes the show of neckwear worth inspection.

As to fancy-knitted wool goods, the house has the reputation of keeping a large assortment in fancy and honeycomb wool shawls, toques, fascinators, bootees, infants, gaiters, cardigan jackets, tams, caps and polka jackets—the production of English, Canadian and German factories. In ladies' and men's umbrellas, novelties will also be in stock after December 1, the principal points being durability of cloth and style of handle.

In the glove department, Brock's assortment of ladies' and misses' ringwood gloves, in fancy, white and black, also cashmere gloves, was never larger or more in touch with public demand. This also applies to men's and boys' lined kid and wool gloves; two special lines in lined kid to retail at 50c. are "Govey" and "Kiddy," for men and boys.

"Hockey requirements" are always looked after by the department and this season they are carrying a large range of men's sweaters, cardigan jackets, fancy hosiery, etc., which merchants should post themselves on so as to supply the demand of local clubs.

The most severe part of the Winter is before us, so this firm have reinforced their stock of men's heavy wool socks, fleeced underwear for men and boys, heavy gloves and mitts for all kinds of people, ladies' and misses' plain and ribbed underwear, and in fact everything that people want to keep out Jack Frost and save the doctors' bills. Write to the Brock Co. for samples and prices of their goods.

In the wrapperette room they show a striking novelty in French flannel spot wrapperettes, navy grounds, garnet grounds, black and military red grounds with white and colored spots—four sizes of plain spots, from small to large, and two sizes of cluster spots, which are very effective. This line has been a big seller, just what is wanted for new-style ladies' waists, and can be retailed at 12½c.

They are also showing a striking novelty in American checks, 32-in. double-fold fabrics, for children's dresses and ladies' wrappers. The colorings are bright and attractive and absolutely "washing fast." They are retailed at 15c. and are proving trade-winners.

In the linen room are shown two special numbers in heavy French canvas, good stiff makes, both in black and natural, to retail at 12½ and 15c. These lines are part of a special purchase and fully 25 per cent. below market values.

Two special lines in cream damask table linens: A. I., a 60 in. good heavy cloth, nice mellow finish, five designs, to retail at 25c.; M 61, a 68 in. beautiful fine cloth, can be retailed at 45c. Both lines are away below regular price.

A job in huck towels: B 61, 20x40, fringed, nice and fine, good weight, can be retailed at 25c. for a leader. An 18-in. hickory towelling, heavy dark huck, has just been passed into stock, part of an old purchase, which is offered at a price to retail at 10c. This is a well-known line and it is not expected the quantity will last long at this figure. D 1 is a 40-in. linenette dress lining, all staple colorings, a good firm cloth, heavyweight, a regular dressmakers' favorite. The department can give special quotations for case lots, to retail at 12½c.

M. Markus

Foreign Manufacturers' Agent and

IMPORTER OF

**Dry Goods, Smallwares,
Trimmings,**

for Clothing, Mantle, Shirt, Cap and Fur Manufacturers.

**Silks, Satins, Velvets,
Veveteens, Felts,
Buttons, and Tailors' Trimmings,**
of all descriptions.

OUR SPECIALTIES

FOR IMPORT

**German Beavers
and Mantle Cloths.
Schmieder's Celebrated
Plain and Fancy Dress Goods.
Laces of all descriptions.
German High Class Underwear.
Turkish Novelties.**

**SILK AND COTTON WOVEN LABELS.
SILK VELVET AND VELVETEENS.**

Our travellers are now on the road, see their samples.

30 Hospital St. - MONTREAL.

Toronto Office: 28 and 30 Wellington St. West,
W. L. THRELKELD, Representative.

THIS SPACE

WILL BE USED BY

**The New York Silk Waist
Mfg. Co.**

10 St. Helen Street,
MONTREAL.

In the January issue they will make their opening announcement to the trade. The company is under the management of Mr. I. Mishkin, late owner of The American Silk Waist Mfg. Co., and formerly of New York.

They will manufacture all the latest styles of Silk, Sateen and other High Class Waists, for the trade only. It will pay you to watch their advertisement in every issue.

We Can Do It

When you are sorting up your lines of UNDERWEAR you want it in a hurry.

We can now give you very prompt delivery of our Perfect-Fitting Ribbed Underwear in ladies', children's and infants'; men's natural and lambs' wool.

The C. Turnbull Co.,

of GALT, Limited.

GOULDING & CO.,
30 Wellington St. East
TORONTO.

JOS. W. WEY,
6 Bastion Square,
VICTORIA, B.C.

The Galt Knitting Co.

LIMITED

GALT, ONT.



Makers of the

"Tiger Brand"

of Underwear, in plain and fleeced effects.



**EIDERDOWN SPECIALTIES
and SHOE FINDINGS.**



The



Millinery Season

•——— Mantles, Trimmings and Laces.

PRESENT AND SPRING STYLES.

WHEN a representative of THE DRY GOODS REVIEW called upon S. F. McKinnon & Co., Limited, with a view to having a chat about trade in general, one of the company said that, generally speaking, they believed the November millinery trade had been satisfactory, and, as a result of careful buying, thought that millinery stocks would be low at the end of the season.

"With regard to goods of a heavy Winter character, the conditions are different, the continued mild weather having militated very much against the selling of goods of this class; and, unless we get good sharp weather soon, heavy goods departments are sure to suffer, as, after the first of the year, it is hard to realize a fair profit on Winter weights. But, with the advent of colder weather, much can be done in December towards reducing stocks. You ask what about the millinery for December? Well, as far as the wholesales are concerned, a heavy trade is not usually done after this date, particularly in hats. For the balance of the season we think the big demand will be for mode hats, which, in turn, create a heavy demand for silk velvets, at least, that is what we see from our viewpoint, and have provided liberally in silk velvets and velveteens, taffeta silks; and good plain satins, particularly black, will be in demand, Plain black ribbons and black, white and cream single tips will also be in favor for the December trade.

"You ask if many buyers visit the city in December. Yes, there are a great many. Some want to provide for Christmas trade; also, it is a month when we offer special inducements to clear odd lines or broken lots throughout the house, previous to taking stock. Many buyers embrace the opportunity, and are well paid for their trip."

Having found the representative of this company marking the samples of their foreign purchases for Spring, which had just arrived, THE REVIEW asked what he had to communicate regarding Spring millinery.

"It is just a little too early to speak out even all that we know at this early date, as those who are most deeply interested in this important question are yet busy with the present season. But you can say as coming from us, viewed from our high vantage ground, that it looks as if all the world's centres of millinery fashion had combined in effort to make the first season of the new century a memorable one in millinery circles. From what we have seen of styles and materials, they promise to produce a dash and style in millinery which has not previously been reached. We believe all our Canadian millinery artists require is the proper materials to work with to produce millinery in style and effect equal to any in the world, and they certainly will have their opportunity."

THE D. McCALL CO.

The velvet trade has been exceedingly good during the past season, and, in consequence, the stock is being fully kept up in velvets and velveteens, in both black and colors. The latter are a very wide range, including the most popular colorings in cardinals, browns, navys and castors, and the stock in these will be kept up throughout the season. They are having heavy sales on black and colored taffetas at all prices, and on satins in plain, oriental and duchess makes.

A handsome range of staple ribbons in satin and failles, in colors to suit the Christmas trade, is shown. They are now passing into stock, besides the velvets and velveteens, some special values in black bunch tips and demi and $\frac{3}{4}$ flats. Their travelers, now on the road, are showing the most complete range of goods that they have ever been able to put before the Canadian trade, and, to judge by the orders already received, the prospects for a large Spring trade are very bright.

THE JOHN D. IVEY CO., LIMITED.

This firm are now very busy in Spring work. Their travelers are on the road with a large variety of samples, and, as there are ten travelers showing nothing but millinery, it means a good deal of work in looking after them.

The past season, although up to expectations, was interfered with by the warm weather to a certain extent. This, however, is likely to be beneficial, as customers have been buying lightly and their stocks are now low.

They have their Spring samples out now, and a big trade is being done in letter orders and repeat orders in velvets, velveteens, black ostrich feathers and gold and steel ornaments, these goods being now used for trimming velvet hats. In colder weather there will probably be a greater demand, and a heavy Winter trade is expected.

THE VICTOR GARMENTS.

The Victor Manufacturing Co., notice of whose commencement in business was published but a few months ago in this journal, are apparently already on a firm footing and have secured a larger number of regular customers than usually falls to the lot of so young a business house. In their notice to the trade they announce an unusually large assortment of ladies' cloaks and suits and misses' and children's garments in the season's latest styles. Among the offerings are Spring tailored suits for ladies and misses; children's reefers; separate skirts in woollens, crasches, piques, mohairs and lustres, and Summer and crash suits. These goods have already made a name for themselves among the trade, due, no doubt, to the employment of experience and skill in choosing the cloth and in designing and making up the styles. In anticipation of a Spring season of exceptional activity, the Victor Company have made special preparations and rightly expect a share of every dealer's trade.

Wholesale Millinery

VERY
CONVINCING

A Look Through

our magnificent range of samples for Spring and Summer Trade will convince the most judicious buyer of the great advantages in doing business with us.

Place orders early and obtain the benefit of present quotations.

We can fill all orders for present requirements without a moment's delay.

The **D. McCALL CO.,** Limited

You don't need to IMPORT

American
Silk
Waists.

We manufacture them right here and save you the duty.

We can supply you with the highest class goods, same as are now offering in New York, at 40% less than the American price.



THE . . .

AMERICAN SILK WAIST MFG. CO.

323 St. James Street,

Samples on application.
Prompt attention to Letter Orders.

MONTREAL.



WHITE HORSEHIDE

is the material of which

**KLONDIKE
BRACES** are made.

This guarantees wear, and the crowds who buy them because they find them **comfortable** and **convenient**, proves that they are otherwise **satisfactory**. Price, \$4.50 per dozen.

For sale by—Gordon, McKay & Co. - Toronto.
Thibaudeau Bros. & Co. - Quebec.
McCall, Shehyn & Co. - Quebec.

W. J. CHAPMAN, Mfr., WINGHAM, ONT.

WESTERN Incorporated 1851
... **ASSURANCE
COMPANY.**

**FIRE
AND
MARINE**

Head Office
**Toronto,
Ont.**

Capital Subscribed -	\$2,000,000.00
Capital Paid Up -	1,000,000.00
Assets, over -	2,320,000.00
Annual Income -	2,300,000.00

HON. GEO. A. COX, President.

J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

THE WYLD-DARLING CO.

During the cold weather there has been an immense trade done in boys' ribbed wool and worsted hose. Some extra values are shown here in the well-known numbers 190, 199, 206 and "Jumbo," to retail from 25 to 50c. per pair. A large range of children's knitted toques are shown, in scarlet, cardinal, navy and black, with striped borders, to retail at 25 to 50c. each, also a line of German toques in fancy mixed patterns.

For the Christmas trade are shown some choice designs in ladies' and children's fancy colored ringwood gloves, black wool mitts, both single and double knit, silk mitts, infantees, bootees, wool clouds, hoods and ladies' sleeveless cardigan jackets.

They are in a specially good position to supply merchants who wish to sort up their stock in ladies' ribbed and natural wool underwear, as their stock is assorted in all the popular makes, to retail at from 25c. each upwards.

Fred Bryant, for many years with Robert Wright & Co. and Geo. Hutcheson, of Brockville, has accepted a position in the Simpson departmental store, Toronto. He will have charge of the black dress goods department.

Geo. Steele, a well-known Toronto drygoodsman, died at his home on Huron street last month. He was first connected with the old firm of John Robertson & Son, afterwards with the wholesale firm of Robert Simpson, and, in later years, with Wyld, Grasett & Darling.

H. A. Beattie, of Montreal, has arranged for the opening in Quebec of a branch of the Semi-Ready Clothing Company. A. R. Roy, of Quebec, has been appointed local manager, and the new store will be located in Delage & Gauvreau's old premises, St. John street.

Ald. W. D. Morris with ex-Ald. Lang and other associates has just purchased the Bishop block on the southeast corner of Sussex and St. Patrick streets, Ottawa, and will start in to form a company to manufacture men's, ladies' and children's underwear, shirts, collars, cuffs, overalls and other cotton goods for the wholesale trade.

The Canadian Express Co. is liable for \$10.00, the value of a parcel given one of its drivers by Asher & Leeson, wholesale dry goods dealers, so Judge Morson has decided. The parcel was lost and the express company refused to pay for it because the regulation receipt had not been given by the driver. Judge Morson holds that acceptance by the driver means acceptance by the company.

M. J. McLeod & Co.'s new 40 ft. addition to their store in Moosejaw makes the establishment 25 ft. wide by 110 ft. long, and all the space on the ground floor and basement is required to accommodate Mr. McLeod's constantly increasing business. The new store is the dry goods department, Mr. McLeod having decided to add this line to his stock of men's furnishings, etc. The basement of the annex is a department for carpets, oilcloths, linoleums, etc., which will also be a new line.

Jacob Erlich & Co., manufacturers of ladies' wrappers, New York, are looking for an agent in this country, with headquarters at either Toronto or Montreal. The business of this firm has been so increased of late that every department in their factory has had to be enlarged, and now they are the largest house which is devoted exclusively to the manufacture of wrappers. But quality, not quantity, is the motto of the firm, which, of course, accounts for this enlargement of their plant.

The Review's Directory of Agents.

British, American and Foreign firms who are looking for Canadian connections will find in this column the names of leading agents who are eminently fitted to represent them in this country.

R. FLAWS & SON, Manchester Bldg., Melinda St., Toronto.

Dry Goods Commission Agents.

Representing: { Wm. Simpson, Sons & Co., Philadelphia, Pa., Prints, Linings and Draperies,
CARTWRIGHT & WARNERS, Limited, Loughborough, England, Hosiery and Underwear.
D. SANDEMAN & Co., Leicester, England, Yarns and Warps.

A. ROLAND WILLIAMS Commission Agent, Room 509 McKinnon Bldg., 19 Melinda St., Toronto. Woollens, Silks, Embroideries, Handkerchiefs, Laces, Canvases, Hessians, Collar Canvas, Linens, Pearl Buttons, etc.

CONDENSED OR "WANT" ADVERTISEMENTS.

Advertisements under this heading, 2c. a word each insertion; cash in advance. Letters, figures and abbreviations each count as one word in estimating cost.

AGENTS WANTED.

A LARGE English manufacturer of Woollens and Dress Goods is open to receive applications from good men for his agency for the Dominion. The arrangement will be on a commission basis. None but live and thoroughly reliable men who can give satisfactory references need apply. Address W. W. S., care THE DRY GOODS REVIEW, Toronto. (12)

JACOB ERLICH & CO., manufacturers of Ladies' Wrappers, 149 Green street, New York City, desire a good representative on a commission basis, with headquarters in Toronto or Montreal, who is well acquainted with the trade, and will visit the principal cities in Canada with their line. References required. (12)

FOR SALE.

FOR SALE—A well assorted clothing stock, about \$5,000; Clothing, Hats, Caps, Cloths and Furnishings. Address, "B. Stock," 163 Bleecker Street, Toronto. (12)

ADVERTISING IN WESTERN CANADA will be . . .

CAREFULLY, EFFICIENTLY and PROMPTLY attended to, by THE ROBERTS ADVERTISING AGENCY, WINNIPEG CANADA.

BEAVER LINE ROYAL MAIL STEAMERS.

Regular Weekly Service between St. John, N.B., and Liverpool.

Calling at Halifax, N. S., and Queenstown, both ways, to land and embark Passengers and Mails.

The only direct line from a Canadian port to Queenstown.

From Liverpool.		From St. John.
Tuesday, Nov. 20	LAKE SUPERIOR	Friday, Dec. 7
" " 27	LAKE ONTARIO	" " 14
" Dec. 4	*MONTFORT	" " 21
" " 11	LAKE CHAMPLAIN	" " 28

These sailings are subject to change, and passengers booked will be promptly advised should any change be made.

*The R. M. S. Montfort carries First Cabin passengers only.

FIRST CABIN—Single, \$17.50 and upwards. Round Trip, \$90 and upwards.

SECOND CABIN—Single, \$13 and \$37.50. Round Trip \$65.00 and \$73.63.

According to steamer, location and number of persons in room.

STEERAGE RATES—To Liverpool, London, Londonderry, Glasgow, Belfast and Queenstown, \$4.50 and \$25.50.

ELDER, DEMPSTER & CO.,

6 St. Sacrament St., MONTREAL.

The Penman Manufacturing Co.

Limited

Manufacturers of

KNITTED GOODS

of all descriptions

INCLUDING . . .

Ladies' and Gentlemen's Underwear in
Cotton and Wool, Hosiery, etc. . . .

Head Offices :

PARIS, ONT.



Mills at

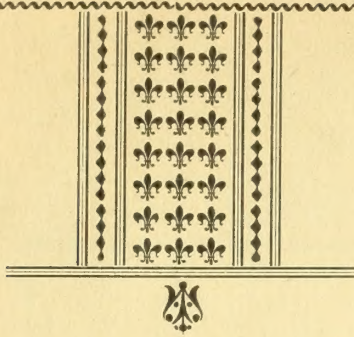
Thorold,
Coaticook and
Port Dover.

SELLING AGENTS:

D. Morrice, Sons & Co., Montreal and Toronto.

To The Trade :

DECEMBER.



Good Luck

We wish you a MERRY
CHRISTMAS and HAPPY
NEW YEAR. We thank
you for past favors. We
solicit your present orders.
We are preparing for the
New Year requirements.

Many Returns.



JOHN MACDONALD & CO.

Wellington and Front Streets East, TORONTO.